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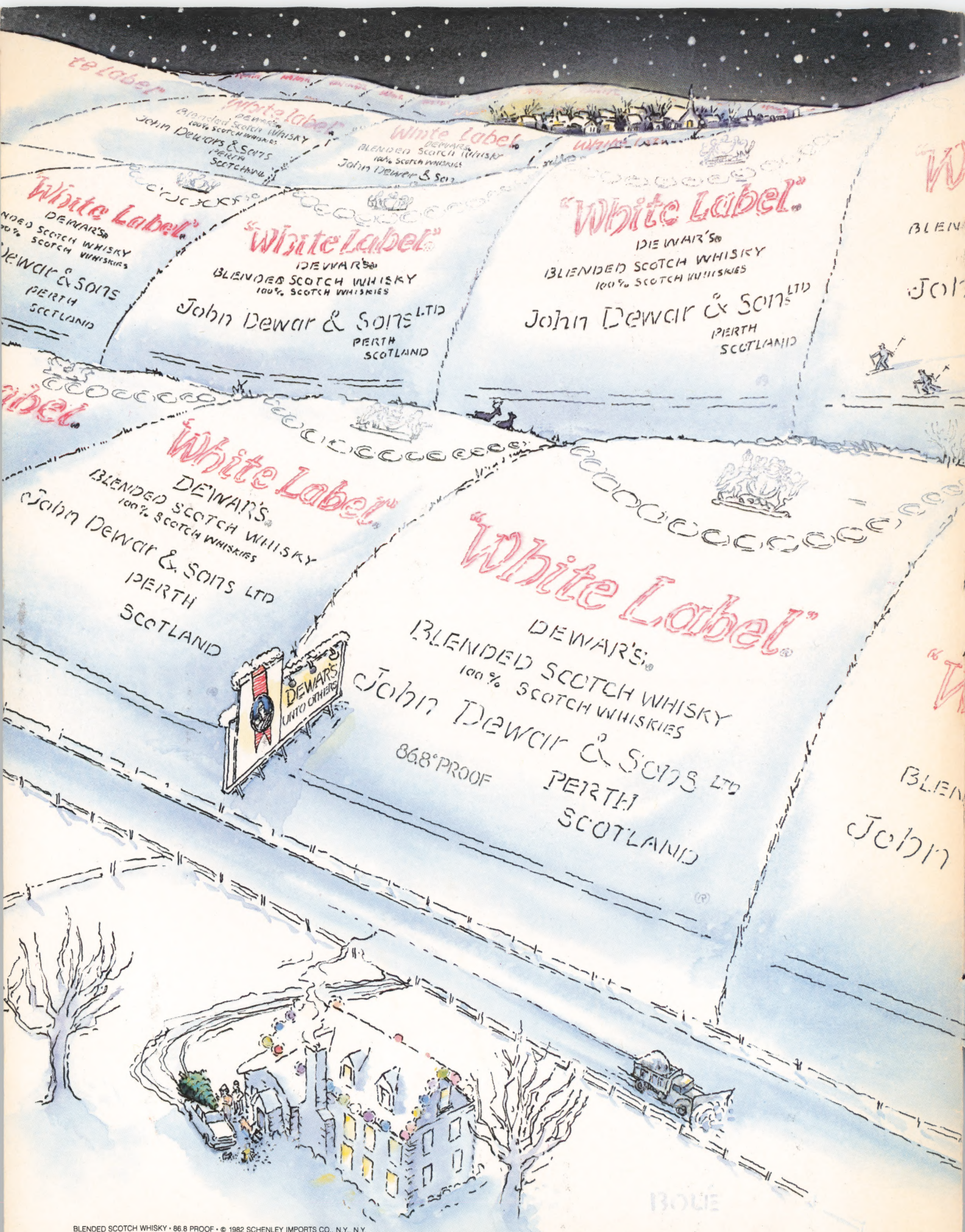

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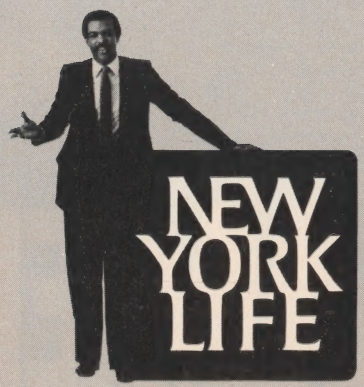

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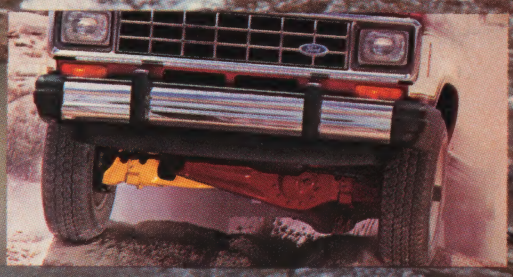

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FOR BLACK MEN AND WOMEN WHO WANT TO GET AHEAD

DECEMBER 1982 VOL. 12, NO. 5

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Christmas Gifts & Cheer; Wines & Spirits For The Holidays; Travel In Brazil; The New Church Congregation

Cover by Tommy Soloski. **PHOTOGRAPHERS:** Calvin Littlejohn, p. 11; Barbara DuMetz, p. 28; Vincé Frye, pp. 40, 41, 46; Ron Shuman, p. 43; Roy Lewis, p. 46; Mickey Mathais, p. 60; Kenneth Walker, p. 65; Coreen Simpson, pp. 72, 74; Brent Jones, p. 76; John Gairy, pp. 78, 79, 80, 82; Stephen Hopkins, pp. 85, 86. **ILLUSTRATORS:** Marc Yankus, p. 19; LaVon Leak, pp. 22, 27; Carl Wesley, p. 32; Pat Cummings, p. 34; Anna Rich, pp. 51, 55; Bill Farnsworth-Brown Ink Associates, p. 91. **PHOTO SERVICES:** Courtesy of the United States Supreme court, p. 20; Wide World Photos, p. 28. Microfilms of back issues of BLACK ENTERPRISE magazine (1970 to 1981) are available from University Microfilms, Inc., Periodicals Library, 300 North Zeeb Rd., Ann Arbor, MI 48106. BLACK ENTERPRISE December 1982, is published monthly by Earl G. Graves Publishing Co., Inc., 295 Madison Ave., New York, NY 10017. Telephone: (212) 889-8220. Washington Bureau: 129 E St., NW, Washington, DC 20001; Telephone: (202) 638-0120. Midwest Advertising Office: 625 N. Michigan Ave., Chicago, IL 60611; Telephone: (312) 664-8667. Western Region Representative: Reynolds & Associates, 5839 Green Valley Circle, Suite 203, Culver City, CA 90230. (213) 649-6287.

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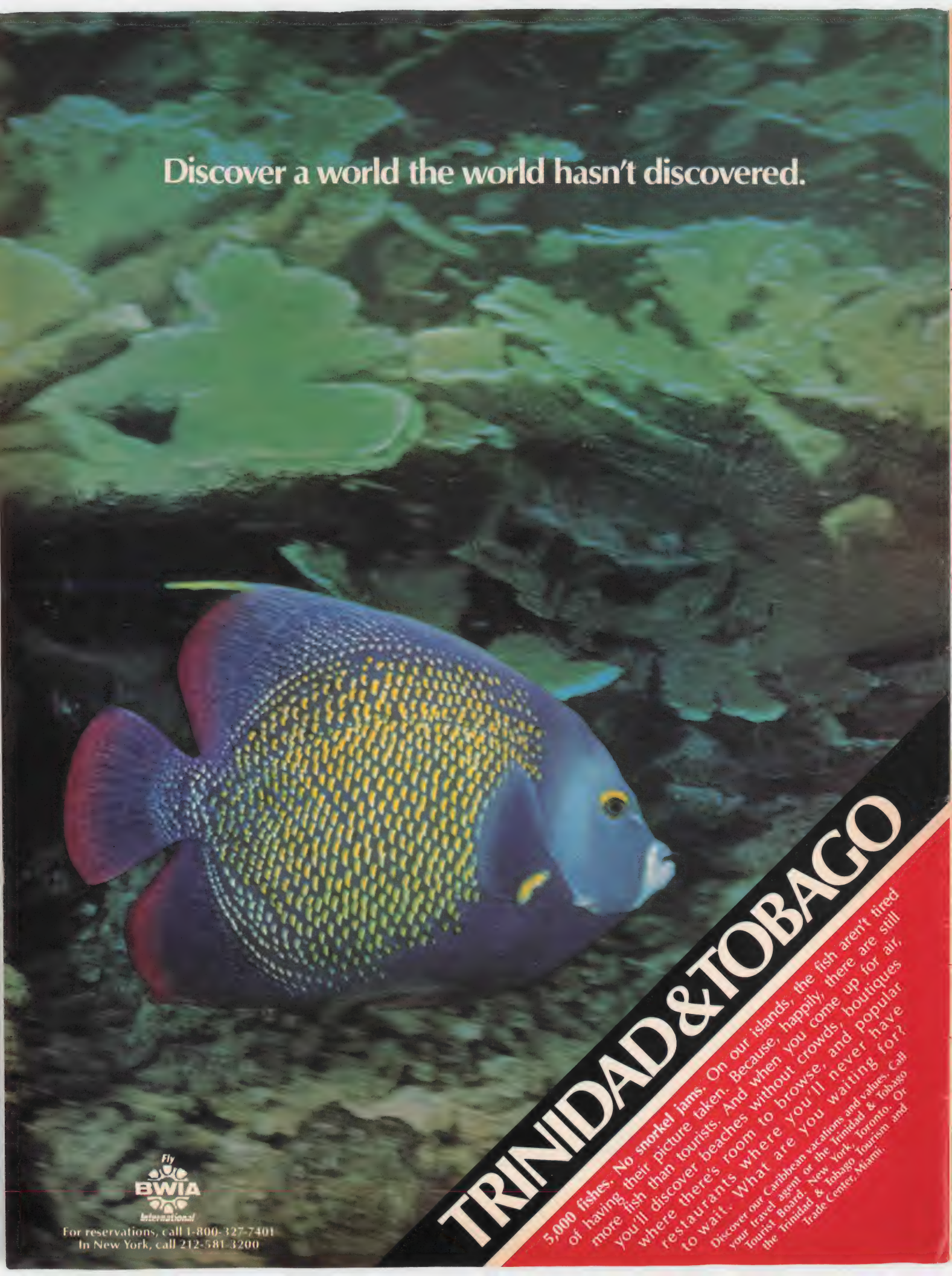
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Supporting The Bridge That Brought Us Across

Why should any of us contribute more than our share to organizations which work for black causes? There are many reasons; the best one is that if we don't contribute to these black institutions, then who will?

There are already people whose lives are much like yours and mine, who make larger donations than most of us. Their actions tell us not just that we should contribute more (We already know that in our bones), but more importantly, they set examples which let us know that *it can be done.*

Dr. Earl R. Claiborne with the publisher

A few months ago, I came to know someone who could serve as an example for us all—Dr. Earl Ramsey Claiborne, a 61-year-old dermatologist practicing in Los Angeles. I first met him at a conference and quickly learned that Earl Claiborne is a superb physician. As I got to know him better, I realized how awesomely efficient and hard-working he was. Then I realized that Earl Claiborne leaves himself no choice but to work hard. If it wasn't for Dr. Claiborne, his hundreds of patients would have to contend with the assembly-line approach to medicine that most outpatient clinics take. What you see and feel when you're in his office is trust and affection . . . no . . . plain love. There is no hugging going on in assembly lines; but there is plenty around when Earl Claiborne sees his patients.

Even if he merely practiced his profession in his own way, Earl Claiborne is a man who gives far more than a fair share of himself. He isn't just a dermatologist; he is also a tireless supporter of black institutions, ranging from the Southern Christian Leadership Conference founded by his late friend, Dr. Martin Luther King, to Talladega College in Alabama and the Howard University College of Medicine, where he received his degrees. To show his appreciation to Talladega, Earl Claiborne did more than become a member of the board of trustees; he made the college the beneficiary of a $100,000 life insurance policy.

This is all quite overwhelming, and in the end, I couldn't stop myself from asking him why he did it. Earl Claiborne's answer was, "I figure you have to support the bridge that brought you across."

Indeed that is what makes black organizations unique: They are, literally, part of our lives. If it hadn't been for them, none of us would be where we are today. Earl Claiborne wouldn't be as successful in his practice, I wouldn't be writing this editorial, and you wouldn't be reading **BLACK ENTERPRISE**.

We all owe part of whatever success we've had to the social and political climate in which we live. In a crucial sense, that climate itself is the major achievements of groups like the NAACP, the Urban League, Operation PUSH and many others. These organizations were the cutting edge in our long struggle for civil rights, whose gains, limited as they have been, nevertheless have benefited each of us.

And they remain our cutting edge. For years, many of us have been talking about using our economic clout to batter down the economic obstacles that racism keeps putting in our way. Now those same words are taking on an even greater meaning, as we come to recognize the real strength of our buying power. Our black organizations continue to carry this powerful message.

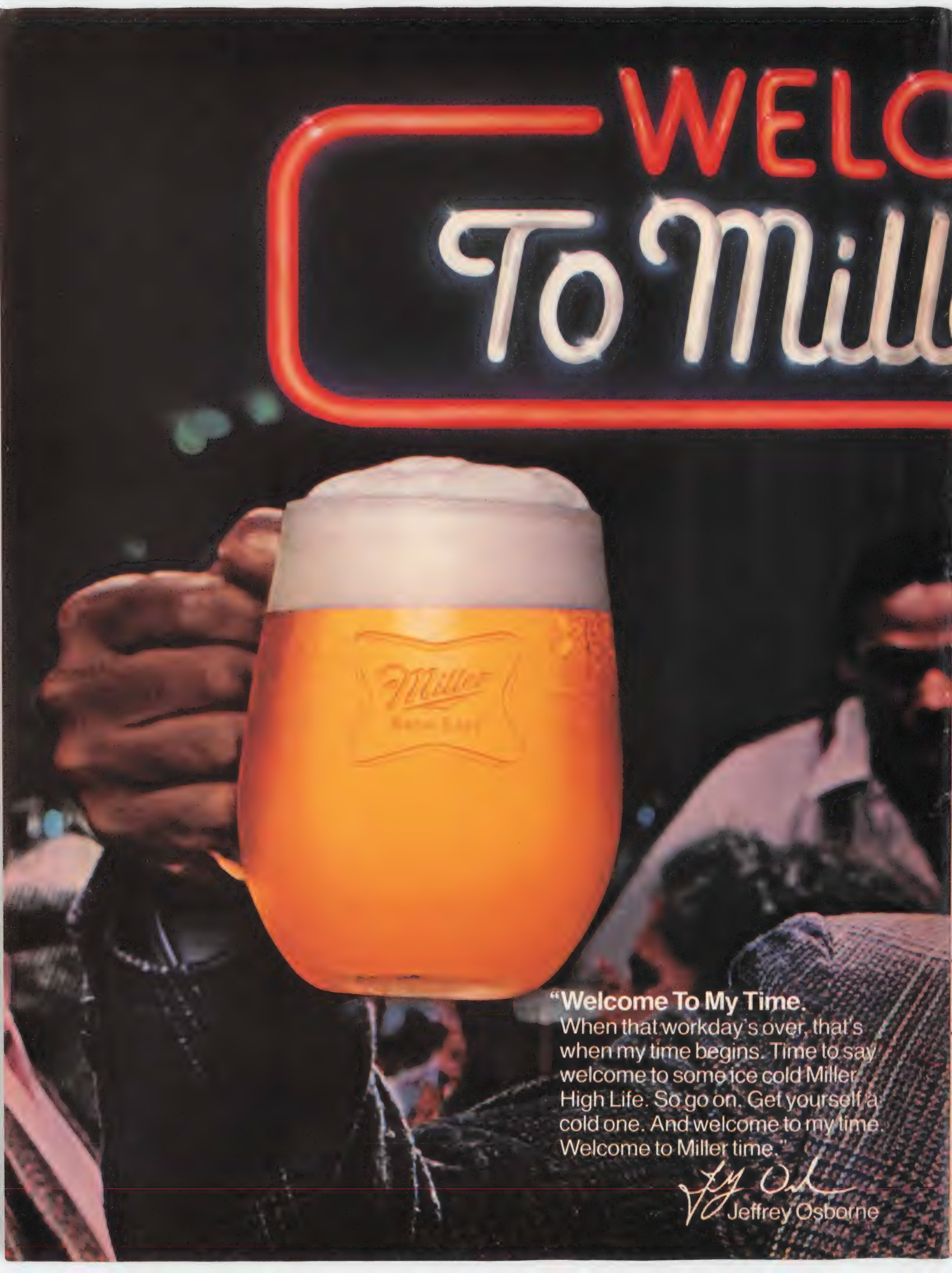
Certainly no one can doubt that our lives would be different if it had not been for black colleges and organizations like the United Negro College Fund. Even if you are not among the majority of blacks who hold postgraduate degrees from black institutions or one of the 70 percent of black college graduates who attended black schools, these figures are all you need to know about the state of black higher education. These statistics would not exist without the existence of black colleges, and we would be worse off for it.

The bridge that Dr. Claiborne speaks of is still carrying traffic. If black colleges are allowed to falter, our children's generation will be the losers. Supporting black colleges and other black causes is not a small matter of sending checks and donations. We have other assets to contribute as well: our time, our effort and our knowledge—the kind of contributions Earl Claiborne continues to make as a Talladega trustee. On a local and less formal scale, none of us lack the opportunity to do the same, and if you have trouble believing that, I direct your attention to the article on page 55, which describes only a few of the hundreds of local black groups who not only deserve but need our support badly.

There are occasions when doing the right thing costs no more than a bit of thoughtfulness. Whenever you're in Washington, DC, for instance, you can stay at the Howard Inn. You'll be just as well-off there as in any of a dozen better-known hotels, and the money you'll spend will accrue to the benefit of Howard University, the country's premier black university.

We have been talking about the black community. That is the bridge that brought us across to where we stand today—that includes the smartest, the most energetic and the most determined among us. And that is where our obligation as black individuals lies. This is the same obligation Earl Claiborne put into words better than any fund-raising brochure ever did.

Earl G. Graves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LETTERS

Capital Comments

Congratulations on your October issue about money management. The current economic climate makes this an issue that one should keep for guidance for the remainder of 1982. As a stockbroker, I must inform my clients of the various alternatives that are available to them, just as you have pointed them out to your readers. BE is definitely doing more than its duty by trying to get people to learn the basic language of investments.

Jerome Norwood
Philadelphia, Pa.

The October issue of BE, with its emphasis on money management, was superb. As an investment professional, I found the articles thought-provoking and informative. It was indeed a pleasure to see Hank Parker recognized as the successful innovative manager of Connecticut's finances, which he undoubtedly is. His managerial talents have kept our state in the black, and the residents of Connecticut are very proud of his achievements. However, the caption describing the center figure in the lower picture on page 72 is incorrect. That gentleman is Francis A. Kingsley, vice-president and general manager of Merrill Lynch's Hartford office. Thank you for your consideration and keep the money management articles coming.

Jack Pinnock
Hartford, Conn.

Thanks. We regret the error.

A Treasured Man

I wish to commend BE for a job well done with regard to the story about Mr. Henry E. ("Hank") Parker, Connecticut's state treasurer. That article proves once again that high-quality journalism and black achievement can and do work well together. From 1976 until 1978 I was on the New Haven board of aldermen, where Mr. Parker's political career blossomed. I interacted with Hank on a personal level, and in groups—wherever it perpetuated the growth and development of black interests. Mr. Parker and I did not always take the same route or philosophical platform to achieve our goals, but then and now, we both maintain that self-achievement, the setting of priorities for blacks on all levels of government, and, in Hank's words, "the right to disagree without being disagreeable," comprise the path to independence and freedom for our people.

John A. Yopp
New Haven, Conn.

Plunging Onward

I read your October publication and was fascinated with your article "Taking the Plunge." I took the plunge in 1979 by starting a small disco lounge in the county next to my home town. It's still small but I don't think it will be for long. After reading the article I am so motivated that my dream of having a chain of lounges is almost an obsession. I would just like to say thanks for reminding me that things can still happen if you make them happen.

Fern Holmes
Manchester, Ga.

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LETTERS

Trouble In Paradise

In "Jamaica, the Unknown Investment Paradise," it was interesting that you mentioned the island's new period of political stability, and President Reagan's success at halting Castro-style communism in the Caribbean. First, as a Jamaican–American, communism never existed in Jamaica in my opinion. Secondly, I don't think Michael Manley should be referred to as the "leftist prime minister." Why is it that any leader who addresses the needs of poor black people in a style contrary to that of the capitalist is considered a leftist? And finally, why is anyone surprised that, although Jamaica is 90 percent black, black American businesses are not being encouraged to do business in Jamaica? The reason they are excluded or allowed only limited participation is pure racism. I agree with Rep. Rangel—it is customary to forget blacks when there is money to be made. Black businesses should strongly fight this type of discrimination.

Blacks should carefully research possible areas of success if they are considering doing business in Jamaica, and vigorously challenge those who would encourage only white businesses to participate. Like others interested in new business trends in Jamaica and how they relate to black American businesses, I'll be watching.

Lenomi Smith
New York, N.Y.

Too Late To Wait

The report of Dr. Andrew Brimmer in your September issue touched on something very important to the black community. We should see immediately the futility of campaigning among fellow blacks for patience. No amount of patience will nullify bigotry. Three hundred years of oppression has proven that. What is important is the need for black entrepreneurs. If there were more black bankers, brokers, publishers, inventors, manufacturers, consultants and intellectuals, bigotry as it is experienced today would have to be redefined, and the endurance requested of blacks would be superfluous. I suspect that blacks who work for Motown and CBS at equivalent managerial levels have different stories to tell about their organizations in terms of the influence they wield.

Dispensable management slots, which most blacks invariably occupy, fall short of the needs of black people, and every effort should be made to guide blacks around this pitfall. Any black, whenever able, should start a business, no matter how small, and should be ensured of the availability of black expertise for help. We should not be intimidated by the statistical presentation of a reality that is criminally biased.

Uduihmo S. Ukiomogbe
Buffalo, N.Y.

Movies Mean Business

In "Fighting Back in Hollywood," (September, 1982) I think that the list of top grossing black films (although I always thought that "Stir Crazy" and "Bustin' Loose" grossed more than you claim) seems to justify the Hollywood film industry's reluctance to invest in films with black stars and/or black themes. These figures may seem impressive in isolation, however it is unrealistic to view them that way. These figures are impressive to blacks because so many blacks are poor.

"ET" has already grossed more than $250 million. Although "ET" may be exceptional, this is the direction Hollywood is headed toward with "white films" and all films. By what right can we expect special attention? Each one of Spielberg's films has grossed over $100 million—that may be more than the combined income of all the "black" films ever made. Consequently, they have given us a mere tiny slice of the pie because we make a tiny monetary contribution to their business. This makes sense to any legitimate business person.

I think that what is more important than the issues addressed in your article, is the fact that upcoming films, such as "Sophisticated Ladies" and Bob Evans' film which will be centered around the Cotton Club, are being produced by white producers with money from white investors. Until the black community is willing to accept the inherent capabilities and limitations of movies and take the risk of investing in potentially high-grossing entertainment-oriented rather than issue-oriented films—which the industry itself rejects—it will be a very long time before black people are truly involved in the film industry and respected by it. We must respect the film industry as a business, approach it in a realistic way, and stop hoping that it will accept us as its socially relevant, well-intentioned stepchild. While Hollywood no doubt has taken advantage of blacks, I think the black business community is even more responsible for our position.

Ellen Thornton
New York, N.Y.

The Face On The Box

I read your article "They're Going to Get You," (September, 1982) with much enthusiasm. I am quite certain that anyone who can see and read is well aware of the value of advertising, be it sales promotion or on a billboard to name just two. Thank goodness black advertising agencies are finally being used.

But I do ask the following questions: Why aren't there more minorities doing television commercials for cereals? And why aren't we pictured on some of the finished packaged products? I am told we are, but as of yet I haven't seen one.

Margaret G. Williams
Springfield Gardens, N.Y.

Naval Irritation

Your Article, "Black Troops Under Attack" in the September issue was the straw that broke the camel's back. I've been in the navy for eight years and it saddens me to know that the Brookings Institute has nothing else to do but pick on blacks in the army—especially when military pay doesn't even cover the cost of living.

I only hope that one day all those people that argue about the military and the place of blacks in it have to leave their classrooms, their desks, and their mothers' houses and relieve me at my job. It would be a pleasure not to have to worry about this country's defense for a while.

W. L. Watkins
San Francisco, Calif.

Editor's Note:

In response to inquiries concerning the September Personal Finance column on credit cards, as a matter of policy we do not endorse any companies offering credit cards. Our report was based on information provided by the Bankcard Holders of America, which only provides general information about issues and trends in the credit card industry.

Address all correspondence to Letters, BLACK ENTERPRISE, 295 Madison Ave., New York, NY 10017. All unsolicited manuscripts will be acknowledged, but will be returned only if accompanied by a self-addressed stamped envelope.

The Spirit of America

Wyoming Winter by Dick Durrance

Somewhere west of Laramie, men still ride from dawn 'til dusk. And settle down to a shot of Bourbon against the chill of the night. Old Grand-Dad still makes that Bourbon, the only truly American whiskey, just as we did 100 years ago. It's the spirit of America.

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Dumping On Our Lives

This may be the New South, but it is surely reminiscent of the Dixie of the 1960s. The scene is rural Warren County in North Carolina. Riot-equipped highway patrolmen were rounding up protestors by the hundreds. Civil rights lawyers were rushing to the federal courts for injunctive relief. All this commotion was over an issue as up to date as Pac-Man or "supply side" economics.

Gov. James B. Hunt, Jr. had, after four years of sometimes acrimonious debate, decided to go ahead with plans to use a landfill in Afton, a sleepy little town just south of the Virginia border, as the dump site for 32,000 cubic yards of soil contaminated with the cancer-causing chemical polychlorinated biphenyls (PCBs) which were dumped illegally along roadways in 14 North Carolina counties in 1978.

Where should the state dispose of the PCBs? Warren County was an easy choice, contended Dr. Joseph Lowery, president of the Southern Christian Leadership Conference. "The county is rural, poor and largely black," he said.

The decision made more political sense than environmental sense, protest leaders said. Despite assurances from the Federal Environmental Protection Agency that the dump site was perfectly safe, the hastily formed Warren County Citizens Concerned About PCBs got their own experts to look at the site. According to members of the group, soil at the site failed the federal government's own standards for permeability at chemical dump sites. More important, the site rested just five feet above the area's water table. Says Jim Ward, vice-president of the citizens group, "We have a hydrologist's report that shows seasonal variations can range as high as 25 feet." This means, apparently, that the site could be immersed in water during heavy rains.

Warren County may be low in political clout, but its citizens are nevertheless fiercely determined to resist the dumping. When state dump trucks started arriving at the site, demonstrators were there to greet them. A legal challenge to the dumping was initiated in Federal District Court. (The protestors lost the first round when Judge W. Earl Britt denied their request for an injunction.)

Before the six-week trucking operation was half over, more than 450 demonstrators who tried to block the trucks had been carted off to stand trial before a magistrate in nearby Warrenton, charged with impeding traffic. Among those arrested were Dr. Lowery, his wife Evelyn, and Rep. Walter Fauntroy, chairman of the Congressional Black Caucus. This was "a declaration of chemical warfare on the citizens of Warren County," fumed Lowery.

Dumping opponents say that Hunt's decision was facilitated by a "deal" made by the five-member county commission—four of whom were white until blacks gained a three-to-two majority in the last election. The "deal," which was made last year but not publicized until this year, turned the 20-acre dump site over to the state in return for 122 acres of vacant land surrounding the site.

"They kept it quiet until the state got the money to begin construction," says Ward, a Warren County hog farmer.

A widespread theory among opponents of dumping is that Warren County has been selected as a servicing area for the microelectronics industry in the Raleigh-Durham area. "Two years ago the state built a regional water system and a sewage treatment plant in the county," said Ward. "All they need now is a waste disposal place."

The protestors say they'll continue to resist the dumping in the federal courts. The House Subcommittee on Health and the Environment is expected to schedule hearings.

—Edmund Newton

Rating The Ratings

The National Association of Black-Owned Broadcasters (NABOB) held its sixth annual broadcast management conference in Washington recently. Radio and television station owners, managers, would-be station owners and job-seekers attended the two-day meeting. "The conference," says Jane Winston, executive director of NABOB, "was designed to bring station owners up to date with the newest in management development . . . the dollars and cents of running their stations."

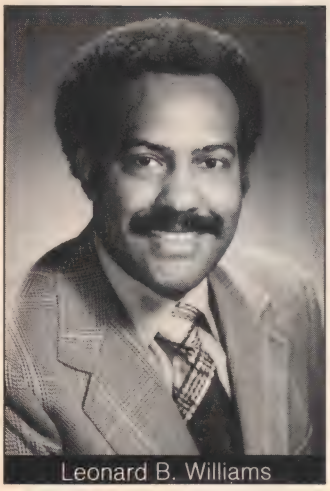
Historically, the 118 black-owned radio stations and the 11 television stations have not gotten their share of advertising dollars. The audience is either undercounted or deemed so poor that the rate of advertising is lowered accordingly. "WBLS in New York City, owned by Percy Sutton's Inner City Broadcasting Corporation, pulls the most listeners in the biggest market," says Winston. "They are doing very well, but they are not the number-one grosser in the city."

Because of the poor state of the economy, many national marketers, as well as local, or "spot," advertisers, have cut their budgets, putting a tighter squeeze on black stations.

During the conference NABOB drafted a policy statement which was sent to Jack Bowens, chairman of the American Association of Advertising Agencies, and Arbitron, a national rating company. "We asked for more cooperation and better measurement of our audience," says Winston. That cooperation came sooner than anticipated. The recent high figures of blacks from Arbitron's Differential Survey Treatment prompted white station owners to accuse the agency of "over-reporting" black radio listeners.

One of the more uplifting moments of the conference came from FCC Commissioner Anne Jones during the "Rap with the Commissioner" session. Jones announced that she had radically departed from her earlier position and would now fully support active FCC monitoring of EEO compliance. Says Winston, "That should gradually translate into action."

Lobbying For Steel



Leonard B. Williams

The steel industry is in the pits. Not since the Great Depression of the 1930s have so many steelworkers been idle, or have so many steel plants been forced to slam their doors. More than 133,000 steelworkers—40 percent of the industry work force—are now laid off. Black workers from steel towns like Pittsburgh and Gary, who constitute about 15 percent of the industry's work force, are among the hardest hit.

"The industry is at a crossroads," says Leonard B. Williams, the Washington-based legislative representative for Bethlehem Steel, the nation's second largest steel company. "The industry is going to make it or not make it—as the result of a lot of governmental policies, as well as what we're able to do for ourselves in terms of modernization and increased productivity." That puts Williams, 36, Bethlehem's first black Washington lobbyist, right on "the firing line."

Consider the plight of American steel manufacturers vis-à-vis foreign manufacturers: The foreign automobile imports that have put such a damper on the US auto industry (which is the prime user of American steel) continue to come into the country at a rate that was 3.5 percent higher last July than in the previous July. More than half of the industrial fasteners—nuts, bolts, screws—that are sold in this country come from overseas. And raw steel imports from Japan and Europe continue to pour into the country at prices that are artificially low because of subsidies from their home governments.

Says New Jersey-born Williams: "What this really means is that a lot of foreign countries are exporting their unemployment to the United States."

Williams, who holds a BA in liberal arts from Pennsylvania's Lincoln University, came up through the ranks at Bethlehem. After graduating in 1968, he joined the company as part of their management training program. He has worked out of Bethlehem's Washington office since 1972, mostly as a public relations officer.

Williams says he'll be watching the Reagan Administration—which so far gets high marks in business circles—to ensure that it continues to provide support for steel industry appeals to the International Trade Commission and that it enforces "Buy American" laws.

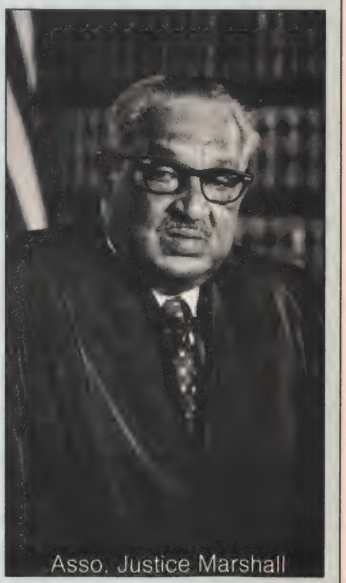
That phrase, which is used to describe federal laws fostering American industry in the face of foreign competition, can serve as a catchword for the consumer, too, Williams thinks. "Buy American," he says. "People should be more aware of their impact on the job market when they make their purchases."

The Lazy Court

In a speech that further fuels the controversy surrounding the nation's highest court, Supreme Court Associate Justice Thurgood Marshall criticized the tendency of his colleagues to dispose of cases without oral arguments or written briefs, through a legal device known as summary disposition.

The 74-year-old jurist, long considered the most liberal member of the high court, charged in a speech before judges of the US Appeals Court Second Circuit that such dispositions are frequently used to favor local authorities and to evade important issues.

"In a disproportionate number of cases," said Marshall, "the court has used the device to aid prosecutors, wardens and school board officials. I am disturbed by the all-too-often cavalier treatment of the rights and interests of the parties involved in such cases," Marshall continued. As evidence he cited a summary ruling made by the court in 1982 that upheld a 40-year sentence for a man convicted of possessing nine ounces of marijuana, instead of dealing with the constitutional question of cruel and unusual punishment.



Asso. Justice Marshall

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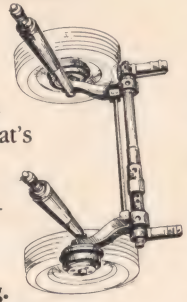

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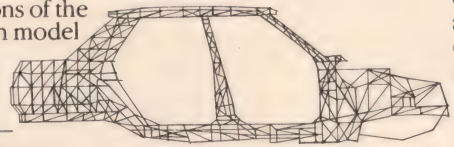

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Alliance DL. With bio-formed bucket seats on curved tracks to tilt and recline in totally new ways and allow more rear seat leg room. An instrument group whose every element is in easy reach. And laser-calibrated lines of sight for improved visibility. No wonder the European version was named Europe's Car of the Year for 1982.

Sophisticated options.
Alliance DL. With a provocative array of options: computer-controlled 3-speed automatic transmission. Power windows and door locks. Clearcoat metallic finishes and halogen lights. 5.5" x 13" cast aluminum wheels. Even a patented Infrawave Keyless Entry System, to lock and unlock the doors from outside the car.

52 est. hwy. **37** EPA est. MPG*

*Compare 1983 EPA estimates for Alliance 2-door with estimated MPG for other cars. Your actual mileage depends on speed, trip length and weather. Actual highway mileage and CA figures will probably be lower.

One thing that's never an option: the exclusive American Motors Buyer Protection Plan®. The only full 12-month, 12,000-mile warranty that covers every part except tires, even if it just wears out. Plus a five-year No Rust-Thru Limited Warranty.™

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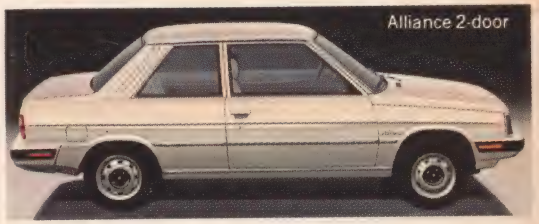

**Manufacturer's suggested retail price for the Alliance 2-door. Price does not include tax, license, destination charges and other optional or regionally required equipment.

Vehicle type: 5-passenger front wheel drive 2-door and 4-door sedan **Engine type:** Transverse-mounted, 4-in-line, Bendix single-point electronic fuel injection (Bosch multi-point in CA)

Steering	Rack and Pinion with Opt. Power Assist
Brakes	Power-Assisted Front Disc, Rear Drum
Suspension	4-Wheel Independent
Displacement	1397 cc
Length	163.8 in.
Wheelbase	97.8 in.
Curb Weight	2-dr. 1945 lbs. 4-dr. 1980 lbs.

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Alliance DL 4-door

SAFETY IS A SNAP

Lowdown On Three R's

Black high school students with college ambitions have a lot of educational ground to make up, says a recent report issued by the College Board. That's shown by their performance on the Scholastic Aptitude Test (SAT), the standardized test used to screen college applicants. Blacks score, on average, about 100 points lower than the national norm, the report says.

Median scores for the approximately 75,000 blacks who took the test in 1980–81 were 332 on verbal skills and 362 in math. The national average scores for the one million seniors who took the SAT were 424 in verbal and 466 in math. Test scores range from 200 to a maximum of 800.

This is the first year that the College Board, a nonprofit organization of 25,000 colleges that sponsor the SAT, has released results of the test broken down by ethnic or racial group. George H. Hanford, the organization's president, expresses the hope that low-scoring groups will be helped by the effort to "illuminate the extent and nature of the educational deficit this nation must overcome."

Black educators reacted with sorrow and anger. "I've been saying this for decades and decades," said Dr. Kenneth Clark, the distinguished sociologist. "The results are embarrassingly obvious. It's continuing evidence of the separate and inferior education for black children."

Clark contends that the SAT results reflect the attitudes of public school teachers toward blacks. "If school personnel believed that white students couldn't learn and if they acted accordingly, the white students would show low scores."

Evidence that SAT results stem from environmental factors is provided by the great disparity in scores between blacks who are well-to-do and those who are poor. Blacks whose families earned $50,000 or more a year scored 414 and 433. Explained Clark : "People with higher incomes send their children to better schools and demand higher standards."

Business Merit Roll

The NAACP has established a Fair Share Merit Roll to give favorable recognition to corporations that have significantly improved the status of their black employees. The program will seek to determine if a corporation aggressively recruits blacks, promotes them on the job, puts blacks on its board of directors, patronizes black businesses, and makes donations to black charities and organizations.

Benjamin Hooks, executive director of the NAACP, said that the group will begin the program by examining the practices of the banking, utility and entertainment industries. Hooks also indicated that some major television amd film studios, which he declined to identify, were preparing to sign agreements with the NAACP to promote the interests of blacks within their ranks.

Outlook For MBA's

Members of the National Black MBA (Master of Business Administration) Association took a long look at the future during their three-day annual conference in New York, and they didn't particularly like what they saw. In the 1980's, it seems, the graduate business degree will no longer be the ticket to corporate success that it once was.

For one thing, there are a lot more of them around than there used to be. Of the 55,000 MBA's conferred by American universities in 1979, 2,129 went to blacks, up from 1,549 in 1976. And the upward trend is continuing, both among blacks and among the general population. This year will bring an estimated 57,000 new MBA's into the job market, about 5 percent of them black, and 1985 is expected to peak at about 59,000 graduates.

With the increased competition, companies are going to be "much more exclusive in their choices," said Leroy Nunery, an official at Northern Trust Bank of Chicago. The run-of-the-mill MBA will no longer guarantee anything more than an entry-level job, he added. "They'll be looking at where you went to school and how well you did."

The long-awaited move by blacks into the executive suite is still some distance away, said Pepsico's Ralph Smith. "It's going to require a broader power base," he said. "We'll have to have some people in those inner circles willing to bring us in." He advised minority MBA's to "improve their political skills."

Forget the strategy of leapfrogging up the ladder by changing companies every few years. Most companies are paying more attention nowadays to their "homegrown talent," Nunnery added. "In this wave of merger mania, it's impossible to get your name known if you don't stay with one organization for a while."

Affirmative action? It won't be much of a factor during the Reagan era. Said one West Coast manager: "Companies pursued affirmative action to keep government off their backs. That's starting to be relaxed now."

A grasp of high-tech areas (i.e. computers or engineering) may be the new key to success, several participants suggested. "An undergraduate background in technology combined with an MBA will provide more opportunity throughout the decade," said Smith.

Under any circumstances, the abiding principle of the business world won't change. "A corporation is a pyramid," said conference coordinator Sarah E. Blair, 29, an investment manager at Equitable Life and holder of an MBA from Columbia University. "There's generally only room for one at the top."

—N. Alexander

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Rich, Right And Black

Black conservatives once hoped their "New Coalition for Economic and Social Change" would quickly grow to rival the NAACP. Instead the two-year-old group, formed in San Francisco a month after Ronald Reagan's 1980 Presidential election victory, has found its biggest following among wealthy white corporate officials and Administration insiders.

The Coalition's president, Clarence Pendleton, was tapped by President Reagan to chair the US Civil Rights Commission. At least a half-dozen other members occupy federal posts.

Two years after its birth, the group still has only 300 members, but is free from money woes. Pendleton said that the group has raked in $220,000, more than 90 percent from conservative foundations associated with big white-owned corporations, including Coors Beer and Getty Oil. The group's Fall 1982 conference on "Rethinking the Black Agenda" drew such high-level speakers as White House Counselor Edwin Meese III. It was co-sponsored by the conservative Heritage Foundation.

Business Briefs

PUSH And 7-Up

Operation PUSH of Chicago has entered into a $61 million trade agreement with the Seven-Up Company. The centerpiece of the five-year agreement is a $10 million program to help establish minority-owned soft-drink wholesale outlets. As part of the agreement Seven-Up will purchase goods and services from a wide spectrum of black-owned businesses. PUSH has also established an International Trade Bureau whose prime function will be to monitor trade agreements between PUSH and major American corporations.

Insuring Lake Charles

The Universal Life Insurance Company of Memphis—the fourth largest black insurance company in the country—was recently awarded the employees' life and health insurance account for Lake Charles, a Louisiana community of 75,000. Universal underbid the next best offer by an average of $43 on the employee's annual premium. The Lake Charles business will add $5 million to the value of the company's insurance in force.

Fisk, No Risk

Beatrice Foods Corp., a $9 billion Chicago-based conglomerate, has given Fisk University in Nashville, Tenn., an unrestricted gift of $150,000. The university has received $50,000 initially, and will receive checks for the remainder in equal installments over the next four years.

Support For Joint Ventures

In an effort to encourage the formation of joint exporting ventures by small businesses, The US House of Representatives passed a bill that exempts such ventures from the anti-trust provisions of the Sherman, Clayton and Federal Trade Commission Acts. The measure is expected to reduce uncertainty about the legality of such ventures.

Japanese Junket

The National Conference of Black Mayors, with assistance from the Travel and Tourism Administration of the US Department of Commerce, will send a delegation to Japan this fall in an effort to snare a larger share of the Japanese tourist trade. The group will be headed by Mayor Abraham Gordon of Eatonville, Fla.

Basin Beginning

As part of President Reagan's Caribbean Basin Initiative, the governments of Jamaica and the United States have entered into a $50 million loan agreement. The terms include a 30-year repayment period with a 10-year grace period on principal at 2 percent interest, and 20 years to repay the principal thereafter, at 3 percent interest.

Johnson Broadcasting

Johnson Communications, Inc., a subsidiary of the Chicago-based publisher of *Ebony* Magazine, has purchased a second radio station, WLOU-AM, in Louisville, Ky. for an undisclosed price. The station, currently rated second in the Louisville market, will feature a black contemporary adult music format. The company also owns WJPC-AM in Chicago.

Amos to Market

The Famous Amos Chocolate Chip Cookie Corp. has combined with the marketing firm of Rosica, Mulhern & Associates to form The Wally Amos Marketing Corp. in Ridgewood, N.J. and Honolulu. The new firm will create personality-oriented marketing programs for outside clients.

Answer Desk

The US Small Business Administration now offers a toll-free information line where small businesses can receive answers to a wide range of business problems. Known as the "Answer Desk," the service will operate from 8:30 AM to 6:00 PM, Monday through Friday, and will replace the Commerce Department hotline for small business regulation, which recently closed down. The Toll-free number is (800) 368-5855 or call (202) 653-7561 in Washington, DC.

Howard Monographs

Howard University Institute for the Study of Educational Policy has published a monograph entitled "Black Colleges As Instruments of Affirmative Action." The monograph offers a political justification for the preservation of black colleges as a means to eliminate racial discrimination. This publication is a first for the Institute's Black College Project Series. For more information, contact: ISEP, Howard University, Notre Dame Hall, 2900 Van Ness St., NW, Washington, DC 20008.

Minority Scholarships

R. J. Reynolds Industries, Inc. has contributed $50,000 to the United Negro College Fund, increasing their total contribution to over $1 million in the fund's 38-year history. R. J. Reynolds also supports a number of other minority education programs offering scholarship monies for academic excellence, financial aid and supplemental instruction.

Thacker In Miami

The Thacker Construction Company, a black-owned firm with offices in Illinois, Georgia and Florida has been awarded a $12.6 million contract to build the METROBUS maintenance facility in the Liberty City area of northwest Miami. As part of the contract Thacker was awarded a $510,000 Urban Mass Transportation Administration grant to finance the hiring and training of residents in the riot-scarred area.

Cancer Answers

The US Department of Health and Human Services has released a new booklet, "What Black Americans Should Know About Cancer." Presented in an easy-to-read question-and-answer format, the pamphlet is free and available from the office of Cancer Communications, National Cancer Institute, Bethesda MD 20205. Call toll-free (800) 638-6694 or (800) 492-1444 in Maryland.

Energy Projects Fund

The Energy Recovery Systems has announced the availability of $3 to $4 million investment capital for industrial plant energy projects. The typical project averages over $300,000. Contact: ERS, 744 North Wells St., Chicago, IL 60610; (312) 751-0303.

—Robert McNatt

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A Black Family Plan For Unity and Progress

"It's not the rap, it's the map. It's not the man, it's the plan." The slogan, a remnant of 1960s civil rights movement rhetoric, is as relevant today as it was back then. The problem was that a concrete plan never materialized. The civil rights leadership had its grand strategies, of course, but there was never a concrete outline of specific measures that individuals could take to improve their condition.

Now there is a plan, and it is available to anyone willing to send $2 to the Black Leadership Roundtable, 2350 Rayburn House Office Building, Washington, DC 20515. The Black Family Plan, as it is called, is contained in a 44-page pocketsized booklet. It was put together by the Black Leadership Roundtable, comprised of the heads of black organizations in civil rights, politics, labor, education, business, religion and the media. The various interests of these men and women are indicative of the scope of the plan. Rep. Walter Fauntroy, chairman of the Congressional Black Caucus, coordinated their efforts.

The plan "is a call to our people to care for, protect, support and defend one another," says Fauntroy. "We need to experience some victories to recapture the feeling of family."

The choice of the word "family" for its title is symbolic of the unity which the authors hope the plan will foster. The title also reflects their recognition of the historical link between the status of our families and our economic and political progress.

A call to arms of sorts, the plan is a primer on ways in which we can help ourselves. For example, it exhorts black corporate professionals to "use the management skills, expertise and training you acquire in the corporate environment for the development and enrichment of the black community." It goes on to suggest specifics. "Develop and implement plans to educate those industries that do not know that it is in their best interests to support the black community financially, through employment opportunities offered to black people."

That advice is sorely needed today when many corporations, relieved of the pressure provided by strong enforcement of affirmative action regulations, are backing down from their responsibility to employ and promote black workers.

The poor condition of the economy makes the need even more pressing. Almost 20 percent of the black labor force is unemployed. In the government sector, cutbacks in the federal work force are hurting blacks and other minorities disproportionately. Blacks are reported to be losing federal jobs at a rate 50 percent greater than whites. These facts are even more alarming in light of the fact that, in 1980, one out of every 20 blacks working was employed by the federal government.

Black entrepreneurs are also called upon to do their share to improve the overall condition of the black community. The prescription for them is simple: provide jobs to as many black workers as possible.

Admittedly, the number of jobs available in black companies is relatively small. The spirit of the plan's exhortation should encourage black business owners not only to employ blacks within their companies but also to utilize the services of black consultants and contractors.

The plan asks black churches to broaden their mission beyond spiritual affairs by "providing leadership" in the political *and* business arenas. It suggests that they conduct voter registration drives (which many churches already do) and support selective patronage campaigns by black consumers. The call to make black churches more "relevant" comes at a time when large numbers of younger blacks are returning to the fold in search of spiritual guidance. The likelihood is that even more young blacks will return to a church that is working for their earthly well-being.

One of the pivotal features of the Black Family Plan is the creation of a black development fund. The fund is a simple device for the support of black organizations by black individuals. It suggests that each individual contribute one dollar to a black organization each month. In January, for example, the dollar would go to a civil rights organization; in February, to a black political candidate, and so on. With federal support of nonprofit organizations declining drastically, the need for such a fund is greater than ever. It may be the solution to one crises facing the black community.

The plan has a strong political component. According to Fauntroy, the ultimate goal in that area is the creation of a nationwide "action alert system" to quickly mobilize blacks around specific issues. To do that, the plan suggests that black organizations organize their membership lists by congressional district. The names would then be entered into a master computerized list. Such a network, says Fauntroy, would be invaluable in organizing support for, or opposition to, proposed legislation. It could also be used for mobilizing support for selective buying campaigns by black consumers.

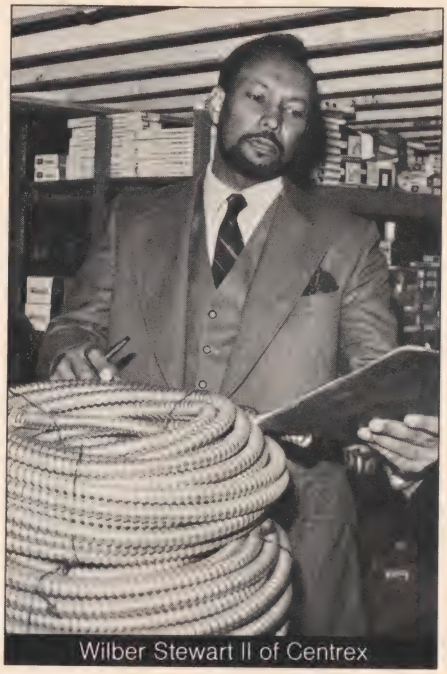
The action alert network has already gathered 44,000 names, but that is only a beginning. "People should talk about joining this network with the heads of their organizations," he says. □

By Bebe Moore-Campbell

Wiring Up St. Louis

"It's something I'd always wanted to do," says 43-year-old Wilber Stuart II. "There were no black distributors in St. Louis, so I decided to become the first." In 1978 Stuart left the electrical contracting business owned by his father and started the Centrex Electrical Supply Corporation. Backed by a $100,000 Small Business Administration loan, Stuart had boosted Centrex sales to $1.6 million in 1981. The company employs five people, including his wife, Teresa, who is vice-president.

Centrex is a wholesale distributor of electrical construction products that operates out of a 175,000-square-foot warehouse in St. Louis. The company distributes lighting fixtures, electrical cable and piping, fuses, circuit breakers and other products needed by the electrical contractors who make up 70 percent of Centrex's business. The remaining 30 percent comes from several major corporations and public sector clients,



Wilber Stewart II of Centrex

including the United States Air Force and the state of Missouri.

Stuart believes that his background in the electrical contracting business was of limited importance to his success. "It helped me because I knew a few contractors," he says, "but where the big money is, I was virtually unknown." That changed after the company landed a contract to supply lighting fixtures for the runways at St. Louis Municipal Airport in 1980.

While the company, like so many other small firms, has been adversely affected by the economic downturn, Stuart confidently expects sales in 1982 to be basically the same as in 1981. "We haven't seen any growth this year because of the recession," he says, "but we've survived."

"We originally had trouble getting supplies from manufacturers because we were new and unknown. We had credit problems with them. And we've gotten a little static from our competition who tried to persuade one of our suppliers not to sell to us," says Stuart. "But we're still here because we've impressed our customers with our prices, our professionalism and our competitiveness."

Centrex Electrical Supply Corp., 3900 Washington Ave., St. Louis, MO 63108

Success At Her Fingertips

"I was getting my nails done one day. The service was sloppy and the people had a poor attitude. I thought I could do better," says 35-year-old Veda Fields. That experience propelled her into starting her own manicure salons, Precious Nails Salons, Inc., in Los Angeles.

In 1975 Fields opened her first nail salon with only $50. "I had no place to set up," says Fields. "So I talked a landlord into letting me have space for 90 days free. I agreed to start paying rent if everything worked out. I used the $50 to buy supplies, and then I went out into the street advertising free manicures."

Fields was working as a nurse in a Los Angeles hospital at the time, and had no prior experience as a manicurist. But she did complete a manicure course at a local beauty college before she opened shop. She worked at her business from 4 till 11 P.M. after her nursing duties were done. Finally she quit nursing altogether and in 1979 began operating her salon full-time.

Today Precious Nails has three salons in Los Angeles. The firm grossed $120,000 in

"Everybody wants to be Hollywood," says owner Veda Fields

1981 and employs 35 people. Aside from herself, only one other manicurist is American. "I wanted an atmosphere where everyone would feel welcome," says Fields. Her international stable of operators perform manicures, pedicures, facials, and hair styling for a clientele that is 20 percent male. Celebrity clients include actresses Talia Shire, Esther Rolle and Dianne McBain of television's "Dynasty."

Fields has never utilized any outside financing. "I tried to get money from the banks and they just gave me excuses. I couldn't get an SBA package because, I was told, I didn't have enough collateral."

Two of Fields' salons are owned outright, but the third is a franchise. A franchise costs $20,000, and Fields is currently choosing from a listing of 400 applicants. She is optimistic about the future. "I think we're in a nail salon boom. Everybody in California wants to be beautiful. Everybody wants to be Hollywood."

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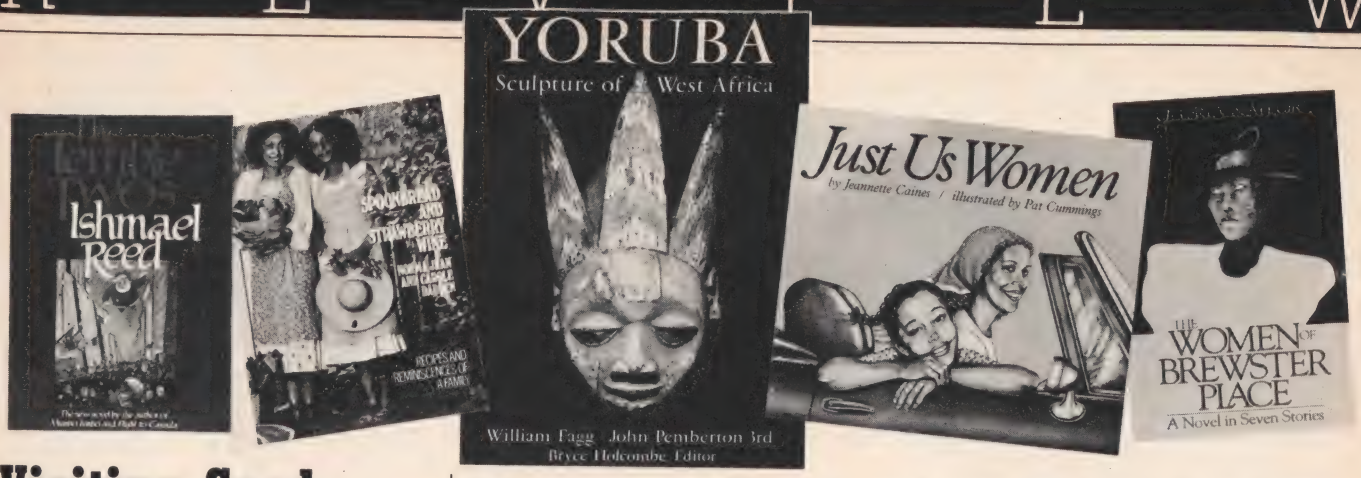

Visiting Good Friends During The Holidays

December is the Yuletide month, and if we believe the Christmas song, this is the time when "chestnuts roast on an open fire" with "Jack Frost nipping at your nose." It is a month of holidays and holy days; a time for looking back, for summing up. During this season I think fondly of my friends—my books. They are my constant companions. In moments of distress they comfort me. When I am too delirious, they sober me. Although I may change, the books remain the same. This year, I made several new friends. If you already do not know them, I'll introduce them to you.

First, there is *Roy DeCarava: Photographs,* a book of 82 black-and-white pictures, edited by James Alinder. This oversized volume was published by Friends of Photography, $39.50. Most notable among these friends is the legendary photographer, Ansel Adams. The book, in one sense, is a retrospective of DeCarava's work which shows us, once again, his artistry and concern for black people. Using shadow and light DeCarava tells a story that is, for once, not black and bleak. My new friend now sits beside his brother, *Sweet Flypaper of Life,* another DeCarava work.

Derek Walcott's *Poems of the Caribbean* is not a new friend, but an old one dressed anew. Noted black artist, Romare Bearden, has selected 45 of Walcott's previously published poems, and the Limited Editions Club (551 Fifth Avenue, New York, NY 10035) has published this book in a spare-no-expense fashion. *Poems of the Caribbean* is illustrated by Bearden with engraved black-and-white drawings, color illustrations and an original lithograph. The cover of the book—designed by Bearden in actual fabric—was produced in Italy. To give Bearden's drawings a proper showcase, the trim size of the volume is larger than usual (10" x 12"), as is the modified version of a 1490s typeface, executed by the celebrated typographer, Aldus. This magnificent volume is signed by Walcott, Bearden and Joseph Brodsky, the Russian poet who wrote the introduction. This limited edition is numbered and fits handsomely into its own slipcase. Listed at $150, *Poems of the Caribbean* is a friend, who greets the eye as sweetly as it touches the soul.

Another book that strikes the eye with splendor is *Yoruba Sculpture of West Africa,* published by Alfred A. Knopf, New York ($40.00 hardcover, $19.95 paperback). This recent volume of African art is edited by Bryce Holcombe with an introduction by African art specialist, William Fagg. Collectors of African art will be sure to include this book in their private libraries. Viewing the masterpieces in this volume will train any layman's eye to recognize the "authentic." The book is oversized, with many of the illustrations filling an entire page. *Yoruba Sculpture of West Africa* joins an old friend of mine, the catalog, *Treasures of Ancient Nigeria: Legacy of 2,000 Years.*

This year I was introduced to several other books on Africa. One of these, friend or not, I approached warily—*Voodoo: Africa's Secret Power* by Gert Chesi. This volume, translated from the German and published by Perlinger Press, Worgl, ($14.95), has startling photographs on this much discussed but rarely seen aspect of Africa. The photographs (most of them are in color) show us, among other things—secret societies, Voodoo rituals, groups in trances and tribal transvestites. Anyone familiar with the Hoodoo of the South, the spiritual transformation exhibited by some black churchmembers, or the work of Ishmael Reed will find these photographs strangely familiar.

Reed's new novel, *The Terrible Twos,* is full of the kind of socio-realistic satire and Hoodoo hints that have appeared in his previous novels *(Yellow Back Radio Broke-Down, Mumbo Jumbo).* His new book is a Christmas tale, a tale of St. Nicholas retold with the prolific humor and irreverence of a great Afro-American satirist. Published by St. Martin's/Marek Press, *The Terrible Twos* lists for $11.95 hardcover.

This year I was also introduced to two other works of fiction, both penned by black women, who reflect upon the concerns of womanhood. Alice Walker's *The Color Purple* is an epistolary novel. It begins with a young girl writing letters to God and ends with a woman writing to her daughter. Through the years, she has realized the dismal dimensions of her life and is now acting creatively to change it.

This is Alice Walker's third novel. It is published by Harcourt, Brace and Jovanovich, $11.95 hardcover. Miss Walker's skill and talent is reflected in her books. Perhaps I am too uneasy with their message, for these books are my acquaintances rather than my friends.

I am not at all uneasy however, with *The Women of Brewster Place,* a collection of seven short stories written by Gloria Naylor. Thematically, these stories are held together by a single theme—the street on which these seven women live—Brewster Place, "a blind alley feeding into a dead end street." Each woman's story is different; each effort to survive, revealing. Together they form a mosaic of the lives of most black women. This is Naylor's first book, and if these stories are harbingers of things to come, I look forward to meeting such

good friends as *The Women of Brewster Place.*

In the world of non-fiction, *All About Success for the Black Woman* is Naomi Sims' new book. Miss Sims, a former top black model, has written a how-to-get-ahead book for young black women. It gives advice on careers, how to write resumés and handle an initial interview. For those married women who are also mothers, Sims gives instructions on how to juggle a career, marriage and motherhood. She even tells you how to deal with the corporate intrigue in which you might find yourself entangled and come out a winner. I am going to ignore the reference to gender in the title of this book and give it to my sons. *All About Success* is published by Doubleday, New York, ($17.95).

And as the Feast of Nativity approaches, I take the pleasure of calling upon an old friend—one that evokes the memory of aunts and uncles, friends and neighbors enjoying a table laden with turkey stuffed with sausage dressing, yams baked in orange peels, hot rolls, mustard greens, macaroni and cheese, and an assortment of cakes and pies. This is the joy I receive when I pull down Norma Jean and Carole Darden's *Spoonbread and Strawberry Wine.* Originally published by Doubleday, this book, both a cookbook and a family album, is now in paperback (Fawcett, $2.50). Its vignettes, often preceded by photographs, strike such memories of black family life that one is tempted to ignore the recipes—a mistake, I assure you.

—Phil W. Petrie

Books For Youngsters

This holiday a book is one of the best presents you can get for a child or teenager.

Just Us Women by Jeanette Franklin-Caines, Pat Cummings, illustrator, is a picture book for children, ages 4-8, (Harper & Row, New York, $9.50.) In this colorful picture book, a very youthful Aunt Martha and her young niece drive to North Carolina on their own—"No boys and no men, just us women."

Walter Dean Myers' *Won't Know Till I Get There* (Viking Press, New York, $10.95) is a heartwarming novel about the good times that two 13-year-old boys find within a supportive inner city community. Steve and his adopted brother, Earl, work in an integrated seniors home; the oldsters and youngsters learn to accept, enjoy and love each other.

—Linda M. Trice

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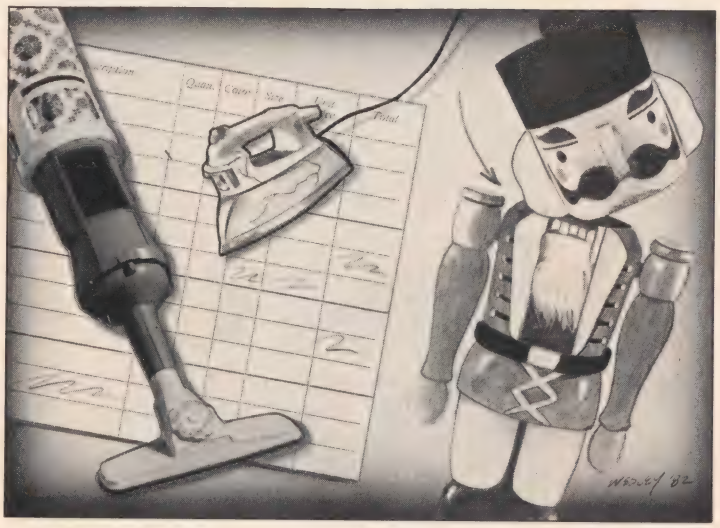
A Consumer Protection Primer For Holiday Shopping

For consumers this may be the season to be merry, but it's also the season to beware. As holiday shopping becomes more and more hectic and frenzied, the number of complaints about damaged merchandise, unsafe and/or defective toys and appliances, and orders that have not been delivered multiplies. But even more worrisome is the erosion of consumer rights that is taking place. Agencies such as the Federal Trade Commission (FTC) and the Consumer Product Safety Commission (CPSC) have lost much of their enforcement edge because of drastic cuts in their budgets. Due to a shortage of personnel, these agencies are not tracking companies and products as closely as they have done in the past.



"There is no strong commitment to consumers' rights under the new FTC," says Bill Rothberg, a spokesman for Commissioner Michael Pertschuk, one of the last of the consumer advocates at the Commission. "Therefore consumers must pay strict attention when shopping, especially during the holiday season."

Avoid Mail-Order Shopping Hassles

Complaints about mail-order goods run rampant at this time of year. The most common causes of dissatisfaction are orders that never arrive, defective merchandise, and products that turn out to be quite different from the advertised version.

FTC regulations require that mail-order houses deliver ordered merchandise within the time stated in the ad or within 30 days if no time period is given. If you don't receive your merchandise within the allotted time, you are entitled to a cash refund or a credit on your charge account in the next billing.

If you have a complaint about a defective or misrepresented product, write to the mail-order house directly. If that doesn't yield any result, write to the Mail Order Action Line, Direct Mail Marketing Association, 6 East 43rd St., New York, NY 10017. This association represents several thousand businesses that use the mail for selling and is often helpful in handling complaints and getting them resolved. Just to cover all bases, send copies of your letter to the consumer protection agency in your area as well as to your local Better Business Bureau. If all else fails and the article was charged you can always refuse to pay until your complaints are addressed by the appropriate agency. Be sure to contact MasterCard, Visa, American Express, etc., to inform them that you are withholding payment until your complaints have been settled. This action is covered by the Fair Credit Billing Act.

By Udayan Gupta

One way to avoid mail-order hassles is to look into the mail-order supplier before ordering. Contact the consumer protection agency, Better Business Bureau or postal inspection service where the company is located. Make sure all items have a money-back guarantee.

Check Toys Carefully

The weak economy has taken its toll on the quality of many toys. There are more unsafe and defective toys in the market than ever before, says Delores Barrows, former attorney with the Consumer Product Safety Commission. Foreign toy manufacturers are the worst offenders. Barrows suggests that buyers spend a considerable amount of time checking and examining each toy that they plan to purchase.

The Consumer Product Safety Commission, Washington, DC 20207, publishes fact sheets on specific toys as well as general safety tips. Additional information is available from the Toy Manufacturers Association, 200 Fifth Ave., New York, NY 10010. You can also ask friends or acquaintances who have purchased similar toys.

If you have complaints about the safety of a toy, call the CPSC toll-free Safety Hot Line number: (800) 638-8326.

Make Returns Promptly

You have a right to return or replace goods received as gifts, regardless of whether they were purchased at a local store or by mail. Make sure, however, that you adhere to the particular merchant's policy about returning goods on time.

When you return an item, explain why you are returning it and what you expect to receive: a replacement, an exchange or credit on your bill. As a matter of policy, most stores will not provide a cash refund. When you return mail-order items, remember to send details of the purchase as well as the receipt. Keep copies of your receipts and a complete record of your correspondence in each transaction.

Be An Educated Consumer

The present environment is not encouraging for consumers. Indeed the best advice that can be offered is an ancient one of *caveat emptor,* or "let the buyer beware." The best course you can follow is to always take your time and never buy on impulse. To further aid you in your holiday shopping, here are some simple precautions you can take. Whenever possible buy proven brands and shop in established stores. Check the warranties. "The burden of protection has shifted back to the consumer," emphasizes Barrows, adding, "Don't buy from fly-by-night companies. You can never sue them if you can't find them." If you are considering legal action, consult a legal aid clinic for consistent advice at a low cost. □

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Business Failures: Black Companies Hold On

As a result of the adverse effects of two recessions in a three-year period, a rising tide of bankruptcies is sweeping through the nation's business sector. Among black-owned businesses, however, the failure rate was not quite as large as that of all companies in the country. Nonetheless, the long recession has had an adverse impact on many black-owned companies.

During the first eight months of 1982, Dun & Bradstreet recorded 16,845 business failures in the United States, representing a failure rate of 86 per 10,000 active companies. During the same period in the preceding year, 11,385 firms failed at the rate of 62 per 10,000 companies. Thus, over the 12-month period, the number of business failures rose by 48 percent.

The spurt in bankruptcies has been particularly marked in the manufacturing sector (where the year-to-year rise was 63 percent) and among wholesalers (where the increase was 62 percent). Retail outlets ordinarily account for the bulk of business failures, and this has been the pattern in 1982. However, the proportionate increase in retail bankruptcies (39 percent) was below the average for all lines of business. Failures among construction firms also rose by 39 percent over the same period, a direct reflection of the severely depressed state of the homebuilding industry for over three years.

In general, the largest number of business bankruptcies tends to occur after recessions are over and recovery has gotten underway. The main reasons appear to be the drainage of cash and the run-up in debts caused by the erosion of sales and profits during the preceding recession.

The incidence of failures among black-owned enterprises cannot be tracked as closely as those among businesses at large. However, data derived by the Minority Business Development Agency (MBDA) in the US Department of Commerce does cast some light on the situation. Black-owned firms make up a substantial part of the minority-owned companies receiving aid from MBDA, so the figures are fairly representative of the overall experiences of black-owned businesses.

The MBDA figures (based on the experience of about 28,000 program participants) show 37 failures from April to September 1981, and 103 failures during the six months ending in March 1982. On an annual basis, these bankruptcies represented 0.3 percent and 0.7 percent, respectively, of the active minority firms receiving MBDA assistance. Expressed differently, the statistics suggest that the failure rate among minority-owned businesses was 30 per 10,000 firms in the program during the April–September, 1981 period. Over the next six months (October 1981–March 1982), the failure rate more than doubled to 70 per 10,000. During the last half of this year, the failure rate undoubtedly climbed further.

MBDA records indicate that the failure rates among minority-owned businesses have a history of running three-to-four times higher than for those businesses in general. Yet, during 1982, the rate of bankruptcies among MBDA-assisted firms appears to be of the same approximate magnitude as that reported by Dun & Bradstreet. Thus, on balance, it seems that the climbing rate of failures among black-owned companies has been somewhat less than one would have anticipated, given the severity of the 1981-82 recession.

In general, black bankers have reported few bankruptcies among the firms whom they had lent money to. For example, in New York, Freedom National Bank had five customers who failed in 1981 and none in 1982. In Houston, Riverside National Bank experienced five failures in the 1981–82 period. First Independence in Detroit reported three bankruptcies (all construction companies) during the last two years. Seaway National Bank in Chicago recorded two failures during the first eight months of 1982. First Enterprise in Oakland reported "very few" failures.

Black-owned banks in Atlanta, Pittsburgh and Cleveland each reported one failure—although the bank in Atlanta thought that three or four black-owned firms were "on the brink." In contrast, no failures among business customers were reported by banks in Washington, Indianapolis, St. Louis and Seattle.

The incidence of actual bankruptcies among black businesses appears to be less than its expected rate. The reasons for this are hard to identify. However, one factor may be the relatively limited access to outside credit which black-owned firms are normally confronted with. Since they rely on bank loans and supplier credits to a lesser degree than the average business in the country, they are—perhaps perversely—less likely to be weighted down by excessive debts during periods of economic adversity. Moreover, black firms are under-represented in those lines of business (especially manufacturing) in which the number of bankruptcies has risen dramatically.

Nevertheless, the risks which black-owned businesses face remain particularly high, and the prolonged recession is clearly taking its toll among black firms, as well as among other companies in the nation. □

By Andrew F. Brimmer

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Metropolitan Life Foundation

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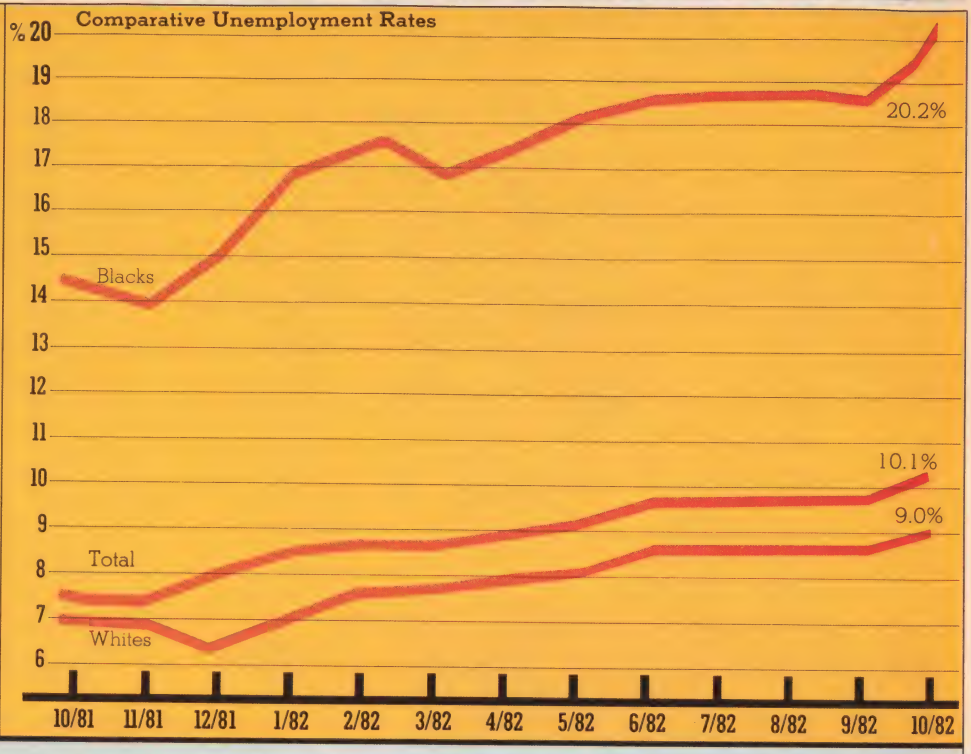
FACTS AND FIGURES

Unemployment Watch September 1982

The unemployment rate for black workers in September leaped more than a percentage point over the August rate, to 20.2 percent. The rate of joblessness among black men also climbed sharply to 19.8 percent, from an August rate of 17.2 percent. For black women, the unemployment rate edged upwards by 0.6 percent to 15.7 percent. Black teenage unemployment declined slightly to 48.5 percent. Total unemployment, nationwide, reached 10.1 percent, a Post-Depression high.



PRIVATE PHILANTHROPY FUNDS, 1960 to 1980

SOURCES AND ALLOCATIONS

SOURCES	1960	1965	1970	1980
Individuals	7.6	10.4	15.9	39.9
Foundations	0.7	1.1	1.9	2.9
Corporations	0.5	0.8	0.8	2.6
Bequests	0.6	1.0	2.1	2.4
TOTAL	9.4	13.3	20.7	47.7
ALLOCATIONS				
Religion	4.8	6.5	9.3	22.2
Education	1.5	2.3	3.2	6.7
Health/Hospitals	1.1	1.5	3.4	6.5
Social Welfare	1.4	1.9	2.9	4.7
Arts/Humanities	0.2	0.2	0.6	3.0
Civic/Public	0.1	0.2	0.4	1.4
Other	0.3	0.8	0.9	3.4
TOTAL	9.4	13.3	20.7	47.7

Note: All figures in billions of dollars
Sources: US Bureau of the Census, *Statistical Abstract of the United States, 1981*

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CASH IN ON THE VIDEOGAME CRAZE

Career opportunities are wide open in this booming multi-billion dollar industry

By S. Lee Hilliard

Most of us have been there . . . staring into a dark screen, watching the seductive iridescent glow of the colorful graphics and pulsating psychedelic lights. Asteroids and ammunition explode when opposing forces meet to duel it out. Our hands grow moist as we clutch the controls . . . waiting . . . watching . . . listening. For most videogame buffs the action is on the screen, but some enthusiasts have been quick to discover that the real excitement is behind the screens of Pac-Man, Space Invaders, and Donkey Kong.

The booming success of video arcades and home videogames has set off another kind of explosion in the electronic toy and home computer industries—an explosion of success that has opened a gusher of career and business opportunities to everyone concerned. A wide-open race is on to grab a share of the megabuck future of this hyped-up six-year-old bonanza. The videogame industry consists of four basic marketing components: video arcade consoles, home videogames, home computers, and videogame cartridges (software). The videogame people themselves estimate the entire industry as being in the 5 to 7 billion dollar range, making it larger than the 3 billion dollar movie business and the suffering 3.6 billion dollar record industry.

All over the country youthful videogame fanatics—including large numbers of blacks—are packing the arcades after school, while some older ones are even missing business lunches to play.

As an outgrowth of the widespread popularity of video arcades, the home videogame industry is rapidly expanding. In the home, they have taken attention—and dollars—away from TV and records to become today's hottest form of home entertainment. At least 14 million game consoles

Edward Smith proudly displays the MP 1000, a videogame he helped design in 1978

CASH IN ON THE VIDEOGAME CRAZE

will be installed in American homes by this Christmas, according to industry estimates, up about 8 million from last year. Home game enthusiasts are expected to buy a whopping 50 to 70 million game cartridges by year's end. If these industry forecasts are correct, almost half of the homes with television sets will also have a videogame machine by 1985.

Middle-class black families have been quite willing to pay the price to keep up with the latest game technology, according to a 1981 BLACK ENTERPRISE survey. Slightly more than 26 percent of the respondents said they already had electronic toys at a time when the national percentage was less than 10 percent.

Among the handful of black professionals employed in the electronics toy manufacturing industry are some of the design and engineering pioneers responsible for today's videogame boom. Not only arcade owners but also black engineers, computer specialists and corporate managers are finding the computer games field to be a tough, challenging opportunity. And because of the phenomenal success of a Pac-Man or Space Invaders, some describe the machines as "rocketships to riches."

Jerry Lawson, a pioneer videogame designer who has been dubbed the "father of the videogame cartridge," is taking advantage of the skyrocketing craze. As president and founder of Santa Clara-based Video-Soft, a game design firm, he hopes to produce the next game that will capture the imagination of the home videogame enthusiasts. "People are always looking for exciting ways to be entertained," says the 42-year-old computer veteran. "Now, with the high price of movies, for example, entertaining at home is very popular. Cable TV has set the pattern and the videogame will definitely enhance that trend."

"Videogame players will continue to buy the hottest of the latest games available," says Douglas Thomas, president of the Toy Manufacturers Association of America. "These games will probably comprise 20 percent of the toy sales this year; however, most of the game equipment will be sold in consumer electronic entertainment centers and not in toy stores." The videogame cartridges are being sold in record stores as well. In fact, *Billboard* magazine, a music business trade publication, has started listing the 15 top-selling videogames along with their record charts. In the next few years, Thomas predicts, videogames will be as adaptable as today's stereo records. "Right now the game machine brand you presently own dictates what games you can purchase. With the adapters that will hit the market soon, it won't matter what company you buy from."

Even though there always seems to be room to put up another video arcade, according to Lawson the home videogame field is already crowded and may soon be saturated. Greg Pratt, the 33-year-old vice-president of operations at Commodore Business Machines in Valley Forge, Pa., sees a shakedown in the industry late this year because of the fierce competition.

The Videogame Market

The most lucrative segment of the videogame industry, offering the quickest return on the dollar for the entrepreneur, is the coin-operated consoles for arcades. The current rush to put these moneymaking machines in every fast-food restaurant, bowling alley, train station and corner candy store continues. The special effects of Space Invaders, Space Aliens, and even Communist Mutants from Space emitted from the 19-inch screens are dazzling. To the serious videonaut, the arcades are the true Cadillacs of the videogames.

Capitalizing on their popularity, the most popular arcade games have been reproduced through licensing agreements with their manufacturers (such as Bally Midway and Atari) for home games.

Home video buffs have a choice of purchasing a game machine or a home (microprocessor) computer. The most popular game machine manufacturers are Atari, Mattel, Coleco, and North American Phillips (Magnavox). The leading home computer companies offering extensive game libraries are Commodore, Atari, Texas Instruments, and Apple. Of these, only Commodore has heavily advertised its game-playing capabilities. Edward Smith, 27, a former game designer who now works as a sales representative at Castle Computers in Latham, N.Y., feels that as home computers come down in price, the simple game machine may soon become obsolete. The leading game manufacturers are already planning to offer hardware next year to

VIDEOGAMES & COMPUTERS FOR YOUR HOME

COMPANY AND GAME MACHINE	RETAIL PRICE	GRAPHIC QUALITY	TOP-SELLING GAMES	SIZE OF GAME LIBRARY*
ATARI VIDEO COMPUTER SYSTEM	$129–$149	GOOD	PAC-MAN, SPACE INVADERS	60
ATARI 5200 HOME VIDEO ENTERTAINMENT CENTER	$150	VERY GOOD	GALAXIAN, STAR RAIDERS	10
MATTEL INTELLIVISION	$229–$250	SUPERIOR	NFL FOOTBALL, TRON	30
COLECO COLECOVISION	UNDER $250	SUPERIOR	DONKEY KONG, COSMIC AVENGERS	24
NORTH AMERICAN PHILLIPS ODYSSEY	$139–$150	EXCELLENT	PICK AXE PETE, K.C.'S CRAZY CHASE	48
COMPANY AND HOME COMPUTERS				
COMMODORE VIC-20	UNDER $200	EXCELLENT	GORF, OMEGA RACE	19
ATARI 400	$339–$349	SUPERIOR	CENTIPEDE, FROGGER	50
TEXAS INSTRUMENTS HOME COMPUTER	$299	GOOD	TI INVADERS, HUNT THE WUMPUS	79
APPLE II PLUS	$1,530	EXCELLENT	CHOPLIFTER, SWASHBUCKLER	50

*Not including games designed by independent game designers

Jerry Lawson, founder and president of Video-Soft, has been dubbed the "father of the videogame cartridge"

transform the consoles into computers. (See listing of the game machines and computers on page 42.)

The Electronic Bandits

Up to this year, the real hot spot in the videogames arena was the arcade. In some arcades it's hard to tell who is more excited—the players or the owners. Delores Williams, a former business development consultant, who opened her Space II Arcade in the light commercial district of northeast Washington, is sure she made a wise decision. "The arcade is the easiest business to run that I've ever been involved in," she says. "It requires a minimum of management skills, there is very little overhead, and it brings in a good return on each dollar invested. And furthermore, despite what many experts have predicted, people don't get tired of the games." (See "How To Set Up An Arcade" on page 44.)

After being forced to close her three-year-old computer training school when CETA withdrew its support, this 47-year-old entrepreneur was determined not to go under. First, she decided to rent out her parking lot, which brought in $2,000 per month. Prompted by a newspaper article about the money to be made in video arcades, Williams then decided to go into the game business with her two sons, Jimmy, 28, and Andre, 21.

"I didn't have the money to buy the machines with cash," Williams explains, "So I decided to find people who wanted to place their machines in the building that housed my school." She soon found six arcade machine owners who liked the location and put in a total of 30 machines; she is still getting requests to put in machines. Each owner splits the gross of his machines 50-50 with Williams. Incidentally, all but one of the owners take full responsibilities for repairs. Her best games—Ms. Pac-Man, Pac-Man, Galaga, and Star Wars—gobble up enough quarters to bring in $250 to $300 a week each. The rest, including old-fashioned pinball machines, average about $150. The machines more than pay the rent of the building. Williams has opened a kosher deli and sandwich shop and features reggae bands and dances on weekends at the arcade.

Delores Barrows, owner of TREATS, also in Washington, is not so enthusiastic about her three arcades. She claims her weekly take per machine averages only about $125. Since she owns most of her equipment, she is heavily burdened with repair expenses. However, the 40-year-old attorney, whose main interest before the game arcades was in real estate, seems to enjoy the idea of providing entertainment for the community. TREATS manager, Robert Marshall, 19, coordinates fund-raising activities at the arcades with proceeds going to local boys' clubs and to buy sports equipment for area school teams. "We also offer free games to kids who can prove perfect attendance at school each week or who receive an *A* on their report cards," says Barrows. Despite the difficulties, she seems determined to make her arcades successful. "Besides, where else can the kids go around here for good, clean fun?"

It's All In The Chip

The technology that ignited the videogame explosion started with the development of low-cost integrated circuits better known as "chips." The chips allowed graphic images to move on a television

CASH IN ON THE VIDEOGAME CRAZE

screen. In 1977, at the start of the craze, Jerry Lawson, while employed as chief engineer of the videogame division of Fairchild Cameras and Semiconductor in California, developed the product concept and business plan for the first home videogame with high-quality graphics. However, Fairchild's hesitation to properly market the game left the way open for Atari and other makers to take the lead.

While he was still at Fairchild, Lawson had started his own videogame company named Microcon, and was one of the first to use the chip in an arcade game. His first and only arcade console, Demolition Derby, featured the best of the state of the art at the time. However, the product never reached the commercial market. "I couldn't get the extra funding to produce the game," the video buff engineer explains with a touch of frustration in his voice, "so I had to let it drop. And I've also been ripped off several times since."

Tired of coming up with creative ideas and having someone else reap the profits, Lawson started Video-Soft with four designers last March and enough private funding to see his first projects to completion. The company already has completed three games for larger software firms, but because of contract restrictions, he cannot divulge the names or any details about the games. For his work, Lawson will receive a set fee plus royalties after the game is released. The amount could be quite substantial for a top-selling game (250,000 units) averaging at least $30 per cartridge.

By the end of 1983, Video-Soft will have its own distribution channels and will produce, manufacture and distribute its own games. Right now Lawson is finalizing his Smart Cart system which will enable videogame players at home to compete with each other using the telephone. Lawson also hopes to produce a cheaper cartridge to lower the retail cost of the games.

Edward Smith was an engineer with the New York-based APF Electronics team that produced the first videogame and computer unit in 1978. "We tried to market the MP 1000 as a small business computer that could play games, but the response was 'Why should I buy a toy to do my finances?' " After 20,000 units were sold, APF went out of business.

When APF closed its doors, Ed Smith switched from engineering to sales for the money. "At APF," he explains, "I would have to go out with the sales people to help demonstrate the equipment. They'd get the commission, I'd get a pat on the back." Smith supplemented his undergraduate engineering degree with marketing courses at Pace University in New York. "When you're knowledgeable in computer sales, you can make a good reputation for yourself fast." The ambitious computer expert is looking to pull together $100,000 to start his own computer store in the next few years. He is currently working on an adapter to enable Apple computer owners to play Atari games, and tinkering with a few pos-

HOW TO SET UP YOUR OWN VIDEO ARCADE

Setting up an arcade can be a relatively simple procedure as long as you do your homework first. Talk over the business prospects of an arcade with a local videogame machine distributor (see the Yellow Pages under "Amusement Machines"). Then, visit a few arcades in your area to check out the most popular machines and who plays them. *RePlay* (P. O. Box 2550, Woodland Hills, CA 91365) is a good trade publication that can provide lots of solid information, including a listing of the 15 most popular games.

A successful arcade business requires the combination of a good location and the most exciting machines for your prospective customers. Different games are popular in certain neighborhoods or cities and with black and white players. Delores Williams' Space II Arcade caters to working adult customers at lunchtime and teenagers after school. The musical entertainment she features in an adjoining room on weekends draws a mixed bag of young adults and teens to the arcade next door. Williams says her black customers prefer maze games like Lock-n-Chase (which appeals to less adventurous types), and space epics such as Astroids (for technically-oriented players). While Tron, a difficult complicated game based on the Walt Disney movie, and Space Invaders, a noisy search and destroy adventure, are big hits around the country, her customers are not interested in either game. Her regulars keep her informed on new games.

In most areas, you will have a choice of buying the game consoles for $500 (used) to $3,000 (new) from a local distributor, or leasing from a vendor for a 50–50 split of the profits.

Distributors prefer cash purchases. However, if your credit history is good, financing through a bank or the Small Business Administration may be available. Request distributors to put in a machine on a trial basis for a week or so to see how your customers respond.

Check the machine's repair record *before* you make a final choice. *RePlay* Magazine and arcade owners are the best sources for information of this type. Look up a distributor who guarantees his machines for at least 30 days and offers prompt and thorough repair service. If you are working with private vendors or if you own your machines, retain a good repair technician with experience in electronics and with the proper equipment. This is crucial. Major breakdowns can be expensive to repair, in some cases running from $600 to $1,200 for replacement parts. If you own the machines, you are stuck with the repair bills. Those who lease sometimes split the costs with vendors.

The space you rent or buy should have a sound electrical system to prevent the frequent problems and breakdowns associated with faulty wiring. You may need to upgrade the voltage to handle the number of machines you plan to install. Also, make sure you have enough electrical outlets. Lighting in the room should be dim to facilitate playing on the brightly lit screen. Williams suggests carpeting the floors, and placing stools near the consoles, and installing vending machines or concession stands.

Besides basic business zoning regulations, many cities have adopted specific laws controlling the hours an arcade may be open and when children under 16 may be allowed to play. Williams advises contacting local school authorities to avoid any problems.

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sible game designs of his own.

Several game software firms are accepting game programs from independent designers. "If somebody develops a good game, nobody cares who wrote it," says Greg Pratt. The consensus among blacks in the game software field is that opportunities are wide open. "Everybody's looking for the next Ms. Pac-Man or Donkey Kong," And a black designer might come up with it.

The market for new videogame machine and home computer hardware is practically monopolized by large companies who have enough money to sink into their designs. However, business opportunities still remain for inventors to develop and upgrade videogame accessories.

Charles Dickson, vice president of Hurricane Labs in Santa Clara, Calif., one of the few black-owned computer hardware designers in the country, hopes his company will find a market to sell equipment to help engineers design games faster.

"Our equipment will help designers network or, in other words, share the same computer files simultaneously," explains Dickson. But as a veteran in computers, he's not sure a design innovation from a black company will be enthusiastically received. "With minority companies, two questions are always asked: 'Does the thing really work?' and 'Can you deliver the product on time?' "

This lack of confidence in minority high-tech firms has prompted the US Commission on Civil Rights to hold hearings in San Jose, Calif. According to Barbara Brooks of the Commission, banks and venture capitalists are extremely reluctant tb invest in black high-tech firms—a factor which might prove to be a problem for new black videogame entrepreneurs.

Even so, Dickson and most of the black professionals in the area believe there is a chance to make a name in this business. "It basically comes down to who you know and being as visible as possible," says Dickson. He suggests that blacks interested in the videogame market attend consumer electronic trade shows sponsored by the Electronics Industries Association. (For information, contact: Consumer Electronic Shows, 2 Illinois Center, 233 N. Michigan Ave., Suite 1607, Chicago, IL 60601, telephone (312) 861-1040.

Good pay and a fast-paced, exciting, youth-oriented environment should make the videogame industry particularly inviting to black professionals including computer software designers, engineers, and marketing and sales people, says Ken Coleman, 39-year-old vice president of human resources at Activision, the largest game design firm in the business. "The business is growing so fast, companies don't have time to discriminate because they need the talent," explains Coleman.

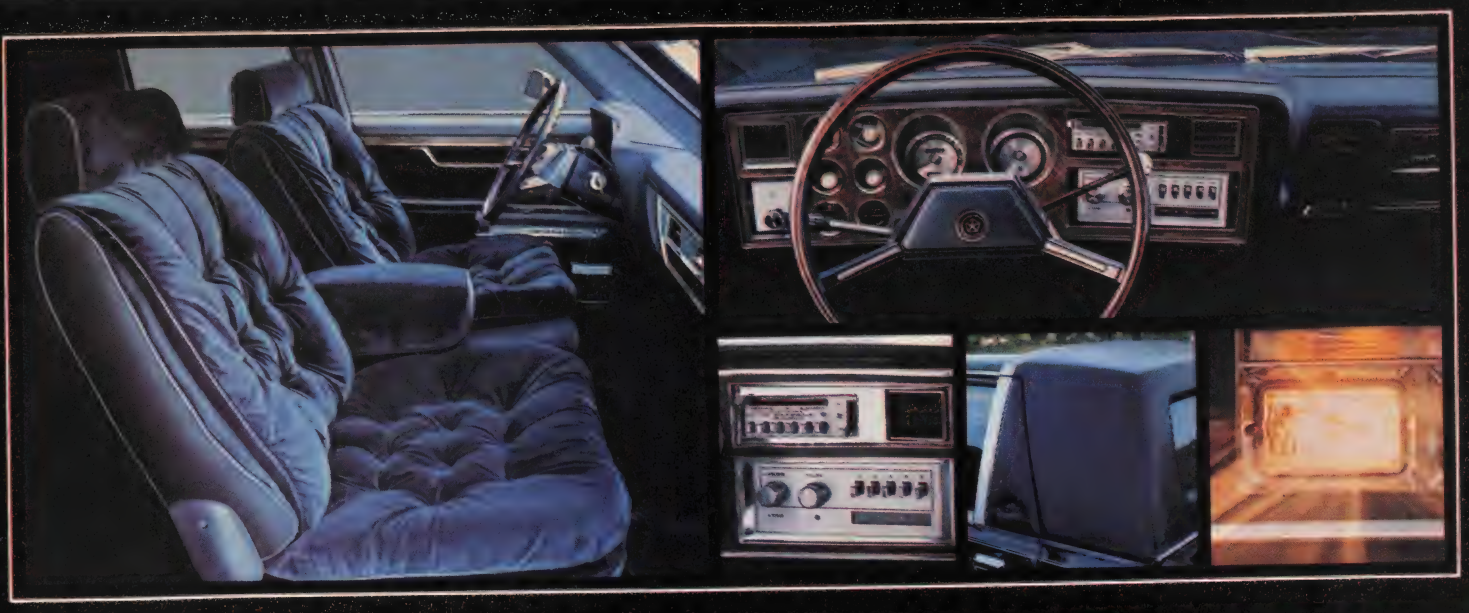
Greg Pratt and his family all enjoy battling the aliens at home

Space II Arcade owner, Delores Williams, takes a video break

Anticipating an overwhelming response to the Christmas advertising push, many of the established game and computer companies are staffing up. But very few black professionals have tried to gain entry into the field. Coleman says he is disappointed at the lack of response among blacks to his general recruitment efforts. "The videogame business is just gaining legitimacy," he says. "Most of the designers are in their middle to late twenties with only six to 12 months of game experience and only an undergraduate degree in engineering or computer science." A good design engineer can earn $45,000 and up, adds Lawson. "Most of my engineers had had no game background before I trained them."

Coleman is also looking for sales and marketing people with solid creative consumer products backgrounds. These positions tend to offer slightly higher salaries in the high-tech fields than in consumer products. He advises blacks interested in the game industry to aggressively pursue career prospects in all areas and not be intimidated by its high-tech nature or that there are few blacks in the videogame business.

"For the most part, blacks have tended to shy away from high-technology fields," says Ed Smith. "The computer field, which includes videogames, is the industry of the future. Those who stay out of it will be totally lost in the marketplace in years to come." □



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CHARITY BEGINS With Your PAYCHECK

The Black United Fund fights for its own payroll deduction plan to aid community organizations

When Federal District Judge Barrington Parker ruled in 1980 that the National Black United Fund (NBUF), a black philanthropic organization, could, like United Way, solicit money from federal workers via payroll deductions, he gave a new lease on life to an organization that had been struggling for years to become financially stable. The Fund's right to raise money in this manner was won over strenuous objection from both the federal government and the United Way of America, the mainstream federated charity whose local affiliates collect regular contributions from workers' paychecks. While NBUF uses this same fund-raising mechanism, the similarity between the two groups ends there.

United Way and the federal government tried unsuccessfully to prevent NBUF from becoming part of the Combined Federal Campaign, through which federal employees make charitable deductions to groups of their choice. They claimed that NBUF should be barred because it did not have a truly national organization—that is, there weren't many blacks in several of the 50 states. The second complaint was that its fund-raising expenses, which were in excess of 25 percent of the monies raised, were inordinately high. When Judge Parker dismissed the first reason, and then declared that ". . . because of the nature of their organization and its role as an advocate, it necessarily incurred greater expenses than a traditional charity," the struggling young NBUF was given a temporary reprieve.

The Black United Fund was organized in Los Angeles in 1972 as an outgrowth of the 12-year-old Brotherhood Crusade by the late Walter P. Bremond. Both the Crusade and NBUF were organized to provide funding for the many black institutions outside the ken of traditional charities.

While significant numbers of blacks are comprised in the clientele of such traditional United Way members as the Red Cross and the YMCA, it has been estimated that only 3 to 9 percent of the United Way's funds—over $1 billion in 1981—go to black-controlled organizations. And the black groups that do receive United Way dollars, like the Urban League or Sickle-Cell research centers, are noncontroversial.

"What we were after in the late sixties was a new form of self-determination," says Dr. Negail Riley, chairman of NBUF and a member of the board of directors of the United Methodist Church.

It was a time when Black Power was the rallying cry, the Civil Rights Movement was strong, and the smoke had just cleared from the rebellions of Detroit and Watts.

By Robert McNatt

Black Americans were seeking alternatives to the institutions which had failed to serve their needs for so long. Among them was community organizer Walter Bremond. In this atmosphere he began building the Brotherhood Crusade, predecessor to the NBUF which would eventually raise $1.8 million in 1981 and encompass 14 local affiliates around the country.

Its beneficiaries include a diverse collection of national and local organizations: a Bilalian child development center, a welfare rights program in Detroit, shelters for battered women in Los Angeles, the National Conference of Black Lawyers in New York, and the New Jersey Commission for Occupational Safety and Health. To raise funds for these activities, NBUF and its affiliates have focused on soliciting contributions through payroll deduction plans. Payroll deductions offer stability, are inexpensive to run, and yield more contributions per capita. These factors are of increasing importance to NBUF in light of declining foundation support.

The payroll deduction system was originated in 1949 in Detroit by United Way. "Payroll deductions helped corporate people resolve the dilemma of how to deal with numerous [charity] appeals," explains John E. Hall, executive vice-president of United Way of Tri-State in New York City. Pushing the vision of a single unified charity campaign, the United Way has been opposed to other charities soliciting at jobsites since its inception.

Although NBUF has won the right to solicit funds in the Combined Federal Campaign, the Federal Office of Personnel Management is trying to sidestep Judge Parker's ruling through administrative technicalities, and the Court of Appeals has remanded the case back to Judge Parker for further study.

"That court decision made the organization increasingly viable," says Riley. "It will help us get out and organize because of an infusion of money. As long as we can stay in the Combined Federal Campaign for about three years, we will have the funds to launch major drives. Almost 18 percent of federal workers are black, but we receive far less than the 18 percent of the dollars. That is the heart of the matter."

The National Black United Fund is another link in the history of blacks giving to other blacks, says King P. Davis, professor of human behavior at the Graduate School of Social Work at Norfolk State University in Virginia. Davis' research laid much of the theoretical groundwork for the founding of NBUF.

CHARITY BEGINS With Your PAYCHECK

"During the mid-1800's," says Davis, "groups like the Sons of Africa, composed of freedmen, raised money among themselves to purchase the freedom of other slaves. They found ways to break the slave trade. Societies like these had two tenets: secrecy and liberation. But this changed during Reconstruction days when an influx of Northern white philanthropic money changed the direction of black charities from liberation to religious training and education. So, when BUF started in 1972, it was just a return to the notion of self-investment."

That concept of self-investment is self-evident at the Brotherhood Crusade in Los Angeles. The first (and richest) affiliate of NBUF, the Brotherhood Crusade was the first to win the right to solicit money through payroll deductions. Last year it raised $800,000, primarily from payroll deductions in the school districts and cities of Los Angeles, Compton, Santa Monica and Pasadena. Its supporters include the Urban League, Hollywood entertainers, black adherents of the Rev. Jerry Falwell, and a complete range of black California politicians. "We have pulled a *coup d'etat* in getting a broad base of support," says Brotherhood president Danny Bakewell.

Throughout the years, black Americans have shown a willingness to support the Black United Fund even in hard economic times. Although Michigan is currently suffering from the highest rate of unemployment in the nation, in spite of that the Black United Fund of Detroit is enjoying a very good year. "We raised $250,000 in 1981 and we expect to make $300,000 in 1982," says Detroit BUF president Brenda Rayford.

There are good reasons for Detroit being one of the more successful NBUF affiliates. Its population is predominantly black, and Mayor Coleman Young's administration has been sensitive to BUF aims. While the Detroit BUF has already obtained the payroll deduction option in the city and schools of Michigan, it plans to approach the auto companies within the year as its first foray into the private sector.

The Black United Fund is also active in small cities, like Canton, Ohio, where William Dent is the executive director. Dent has had mixed results in Canton, where he also presides over the Advocates of Black Community Development, a local development corporation. "We were successful in getting the payroll deductions from the city and school systems by working with a group of black educators here. We raised $35,000 in 1980," he says. But Canton's fund-raising efforts were seriously impaired when CETA cutbacks eliminated workers from both organizations, and only $6,000 was raised in 1981.

Most NBUF efforts have been targeted to the public sector, but New York and New Jersey affiliates are now soliciting payroll deductions from private corporations. Instead of approaching management directly, members of the local chapter encourage black employees to persuade their companies to allow BUF deductions.

A strong black employees association was the force behind IBM's becoming the first private employer to grant the deduction option in 1981. The following year, a determined group of blacks at Bell Labs in New Jersey met with similar success.

Combining the funds from both public and private sectors employees, the New York BUF expects to begin making substantial grants in 1983. Until this year it barely survived on donated office space and the largesse of a $16,000 loan from the Freedom National Bank.

The New York BUF still is encountering difficulties with the United Way and its unified campaign approach, however. In an apparent response to BUF's inroads onto what has traditionally been United Way turf, a New York United Way agency, Associated Black Charities (ABC), was formed in June of 1982. As a United Way member agency, ABC is expected to reflect that group's middle-of-the-road noncontroversial funding policies. Because many of its directors are highly placed in private industry, it is expected to adhere to a corporate establishment image, and be somewhat unsympathetic to the aims of the New York BUF. That perception was reinforced when Donald Miller, chairman of ABC's board of directors, refused an opportunity to be interviewed and to discuss its history and future plans.

Now, in the wake of Walter Bremond's untimely death this year at age 48, NBUF will install a new president. The task of building a black-controlled organization to funnel money to institutions of *our* choosing will remain an important and formidable goal for Bremond's successor.

For more information, contact The National Black United Fund, 356 Convent Ave., New York, NY 10031. □

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Improve the lives of your neighbors by donating your own time, money and talent

Christmas is a time of hope and celebration. It is also a time to demonstrate our concern for those less fortunate than ourselves. The ten community organizations listed on these pages have come to our attention because they work on behalf of all of us every day. And for this reason they give us hope for the future.

They help low-income people become homeowners; they give young people a chance at a future in the arts and technology; they create new jobs and shelter the homeless—all reasons for celebration.

Christmas is a time for giving. After you read about these organizations, we invite you to add one or more of them to your gift list. We have provided their addresses so that you can write for more information or send a contribution (which will be tax-deductible). What you give will make a difference to your community, to your neighbors—and to you.

The Young Scholars: College would be out of reach for many youngsters in Washington's poorest neighborhoods if it were not for the efforts of Kini Gray and her "College Here We Come" program. The eight-year-old organization uses volunteers from the District's public schools to offer guidance to students on selecting appropriate academic studies; how to pass college entrance exams, and how to obtain scholarships from the college of their choice.

Over 380 teenagers have taken part in the program, and many of them have en-

By Frances E. Ruffin

tered colleges and graduate schools around the country. Gray and her volunteers also write to the students while they're at college so they won't become homesick.

The program is in need of more funding to help pay for student college applications and Scholastic Aptitude Test (SAT) fees, as well as for train and bus fares for out-of-town interviews plus other expenses. For more information, or to send a contribution, write to: Kini Gray, director, College Here We Come, Inc. 4500 Quarles Street, NE, Washington, DC 20019.

Food for the Needy: The long lines form around Chicago's Mount Pisgah Missionary Baptist Church every other Thursday morning. They stretch for blocks, and they're filled with people—mostly elderly and disabled—who come from all areas of the city and suburbs. As each person enters the church, he or she is given a shopping bag of groceries worth $15.

Since last May, Rev. Joseph Wells, pastor of Mount Pisgah, has called upon Chicago residents and businessmen to open their hearts and donate whatever food or money they can spare to help the city's neediest people. His appeal was inspired by a young mother who came to him because she had no food to feed her children. By September, over 50,000 bags of groceries had been given to the needy.

The program is in desperate need of food and money in order to continue. For more information, or to send a contribution, write to: Reverend Joseph Wells, Mount Pisgah Missionary Baptist Church, 4622 South Martin Luther King Drive, Chicago, IL 60653.

The Buddy System: For several years, Clay Normand, a social worker with Atlanta's public school system, had a dream that someday he would be able to offer a way out to youngsters from the inner city.

That day came in 1979 when Normand and several concerned citizens launched Reach Out, Inc. A community-based program, it features a Big Buddy-Little Buddy system, which pairs over 200 children from the community with adults from all walks of life to serve as role models and companions. Recently, Reach Out has developed an expansive tutorial and job skills program that includes computer literacy and programming classes. Cited by the US Department of Justice in 1981 as one of the nation's most effective grassroots programs, Reach Out runs without benefit of federal or state funding. It is currently raising funds in order to purchase additional computer hardware and software, and materials for darkroom and arts and crafts

YOU CAN MAKE A DIFFERENCE

programs. For more information, or to send a contribution, write to: Melvin Brewer, Reach Out, Inc., P.O. Box 54736, Atlanta, GA 30379.

Family Shelter: Each year, thousands of families lose their homes through fires, natural disasters or foreclosures. Helping people to meet this ordeal was uppermost in her mind when Verna Thomas, a Texas homemaker and mother, called together 20 friends and neighbors in 1979 to start a community center in the South Dallas community. Eventually named The Judy Lott Development Community Center after a local schoolteacher, the organization was formed to help people beset by legal, financial and housing problems.

The restoration of a large abandoned house to serve as a shelter for needy families has been a major project. The group purchased the house from the local Housing and Urban Development agency for $1. In order to avoid governmental red tape, the program has been kept going with private donations and out-of-pocket funds from Thomas and her board. Funds are needed to completely renovate and maintain the shelter. For more information, or to send a contribution, write to: Verna Thomas, Judy Lott Development Community Center, 2122 Idaho, Dallas, TX 75216.

Teen Fathers: Although there is a rapidly growing incidence of teenage pregnancy in the United States, few programs have addressed themselves to the problems and responsibilities of the adolescent fathers and mothers involved. In Cleveland the four-year-old Teen Father Program is helping to change all this. Started by former social worker Charles Ballard, the program offers a holistic approach to working with teen fathers and mothers and their infants. In the process it is alleviating the pressures that these young parents face. For the thousands of young men and women who respond to its outreach program, there is a 24-hour hot line for obstetric and medical referrals; family planning seminars; Lamaze classes; father and baby and grandparenting clinics. A job skills program is designed to build the self-confidence of its members. Federal funding for this program was terminated on September 30, so it must rely even more on private sponsorship. For more information or to send a contribution, write to: Charles Ballard, Teen Father Program, 1467 East 55th St., Cleveland, OH 44103.

Stage Saints: A warehouse gutted by fire during the Watts riots now houses a performing arts complex for a group of Los Angeles inner-city youngsters who are known as The Young Saints.

Twenty-five years ago, their instructors and mentors, Tommy and Evelyn Freeman Roberts, two former entertainers, began running music, dance and drama workshops in their garage without charge. Since then, the number of their students has grown to several hundred, and the program has expanded to include film and television production. In fact, The Young Saints program has a fully equipped television studio—according to Roberts it is the only one in the country operated by children. The youngsters have written, acted in, and produced several documentary films, including two for the US Department of Justice.

There is a constant struggle to keep the program free for children who otherwise would not be able to afford it. For more information, or to send a donation, write to: Tommy and Evelyn Roberts, Young Saints Scholarship Foundation, 2000 Wellington Rd., Los Angeles, CA 90016.

Child Advocates: In Miami's Liberty City a large building, once known as a "haunted house," has become a haven for over 1600 youngsters. Now renovated, the building is home for the Belafonte Tacolcy Center, an organization that offers a full-range of services from day care to a 24-hour "youth hot line." The center has been cited by the US Department of Justice for its efforts in preventing juvenile delinquency. In one successful program, counselors served as advocates for troubled teenagers referred from the courts. Each month ten of these youngsters are taken on a two-week wilderness survival program that includes a 100-mile canoe trip. This event is followed up by a year of personal counseling.

The program is in serious need of funding for its day-care programs, library and team sports equipment. For more information, or to send a contribution, write to: Otis Pitts Jr., director, Belafonte Tacolcy, Inc., P.O. Box 370829, Miami, FL 33137.

A Coalition for Solutions: The Coalition for Action—a union of neighborhood, civic and church groups in New Orleans—is in the business of solving problems. One such problem was what to do with abandoned houses in the central city. CFA encourages absentee owners to sell their houses to central city residents. The organization then looks for funds, materials and labor—usu-

(continued on page 94)

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Collectibles

What you should know when acquiring prints and photographs

Investing in art is a lot like buying life insurance—you can't collect the cash until the beloved subject is gone. You may purchase a work of art at what may seem to be a great price, but you won't find out how much the piece is worth until you have to sell it. Even with this caveat noted, art is still a drawing card for most investors. Each year thousands of investors and amateur collectors discover the joys of owning their own art.

Recession-proof works of art—a flawless diamond, an authentic African sculpture, a painting by an old master—will have universal value. What makes them so marketable is their superior quality, limited supply and widespread desirability among investors and collectors. Yet, it is because of these same qualities that an investment in fine art is generally reserved for high

By Phil W. Petrie

Self-portrait by Coreen Simpson

Untitled photograph by Gordon Parks

"Quilting Time," lithograph by Romare Bearden

"The Onir," monoprint by Herbert Gentry

"Still Life With Cacti," lithograph by Annette Fortt

The three prints on this page may be obtained from the Printmaking Workshop, 114 W. 17th St., New York, NY 10011

Collectibles

Hank Crawford by Chuck Stewart

African scene by Anthony Barboza

"Graduation, N.Y. 1949" by Roy DeCarava

"Millie" by Dawoud Bey

Portrait of a young man by P.H. Polk

If not available directly from the artists, the work of black photographers may be seen in any of the four volumes of Black Photographers Annual, *edited by Joe Crawford (Another View, P.O. Box 1921, Brooklyn, NY 11202.) Some photographers have their work exhibited in special galleries such as the Jazzonia in Detroit and the Studio Museum of Harlem in New York.*

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rollers. "You can rarely get an authentic African mask for less than $10,000 now," says Eric Robertson, owner of the Grove Street Gallery in New York City. "A Rubens print," adds Bob Blackburn, director of the Printmaking Workshop, Inc., also in New York, "can cost you $50,000."

We advise you to go off the beaten path and find your own niche in the world of art investing, and mine the world of prints (there is gold in these graven images) and photographs. Here you will find an eyeful of pleasure and a fallow area for investment, especially in prints and photographs by contemporary black artists. If you are willing to spend anywhere from $75 to $3,000 you can start to build an impressive collection of black art, which will not only enhance your home or office but serve as a future investment, both in terms of finance and cultural heritage.

Harold Simon, owner of the Simon Gallery of fine art photography in Montclair, New Jersey, says, "Black photographers

Bob Blackburn, director, has been running the Printmaking Workshop since 1947

(and printmakers) aren't generally well-known; as a result, their works do not bring the prices that so many of their contemporaries do." So now is the time to buy the work of black artists while they are still affordable. One can still purchase a $750 print of a painter as well-known as Romare Bearden, whose original collages sell for around five figures. However, most of Bearden's prints usually are priced at slightly over $1,000, according to his agent June Kelly. A color photograph by Gordon Parks, the former *Life* photographer turned filmmaker *(The Learning Tree, Shaft),* sells for $6,000. A black-and-white photograph by Roy DeCarava sells for $1,000. He was the mentor for Komoingay, an important association of young black photographers. Parks' work may be obtained from Alex Rosenberg, 20 W. 57th St., New York, N.Y.; tel. (212) 757-2700. The Witkin Gallery sells DeCarava's work. It is located at 41 East 57th St., New York, N.Y.; tel. (212) 355-1461.

We strongly advise to buy what you like because you are the one who will have to live with it from day to day. The work that you choose should be pleasing to the eye (decorative), fulfilling to the spirit (artistic) and significant of black style—at least, an aspect of it (historic). Added to these beneficial qualities is the fact that your investment may appreciate.

Anthony Barboza, a highly respected fashion photographer in New York City says that buying the work of black artists is like investing in yourself. "The work of all black artists will become more valuable as time goes by simply because there are so few of us around."

Unfortunately many of us do not view prints or photographs as art. Be assured that they are. Printmaking has been around since the time of the ancient Chinese. In the Western world it was used to make impressions on the armor of knights of the Middle Ages. One of the reasons that printmaking and photography are given such short shrift is that they are *multiples,* that is, the image is reproduced over and over again from a plate (printmaking) or negative (photography). This takes away from their being one-of-a-kind.

For example, Jacob Lawrence, an established black painter whose work has been described as representational, will produce one painting. It will be unique and could range in price from $10,000 to $30,000. However, a printmaker might effect an image of that painting and produce as many as 100 prints that would sell for $1,000 each. The multiplicity of an image means that it can be sold at a cheaper price.

Obviously, the lesser number of prints or photographs made, the higher each one is apt to cost. Prints are issued in *editions.* It is important to know how many prints are in the edition or how many photographs from a particular negative the artist intends to sell. Written on the original print (and originals are what you should be interested in collecting) will be the quantity of the edition and the number of the print. For example, if the edition contains 50 prints, and your print is the third one produced in that edition, the number on your print will read 3/50. It is also important to make sure that the print is signed by the artist and accompanied by a letter of authentication from the dealer.

A multiple is not any less artistic than a painting. The medium is simply different. The media in printmaking can be an etching (an image on metal or glass produced with acid); woodcut (engraved image on a wooden block); lithograph (the repulsion of water and grease to create an image) and silkscreen (an image produced through a piece of silk or other fine cloth).

"[Prints] differ from posters. A poster is designed solely for a commercial purpose—to sell something," explains Blackburn of the 35-year-old Printmaking Workshop, "The print is designed to give a certain emotional pleasure."

The distinction between commercial and creative art pieces should not be slavishly followed, however. Just as the poster-prints of Toulouse Lautrec are now highly valued, so, too, are the works of James Van Der Zee and Prentice H. Polk, artists whose photographs were not originally intended as creative ventures.

One of the factors to consider when building your collection is the historic value of the print or photograph. The work of Van Der Zee, Polk and Addison Scurlock is eminently collectible because each one historically documents black life. The 96-year-old Van Der Zee shot portraits of the movers and shakers of the Harlem Renaissance using Victorian and stylized poses. Polk, since the 1930s, has portrayed the black people of Tuskegee, Alabama in a prosperous and dignified manner using the artist's concern for light. Scurlock captured the intellectual activity around Howard University and Washington, D.C. Van Der Zee and Polk are still active as photographers. Scurlock died in 1964.

"They may not have been the best black photographers of their day," says Barboza, "but they have the only body of work around for us to see. They have a historical importance simply because their work survives. Added to this is the fact that their work is good."

Who determines whether they are good or not? The answer to this question involves more than just aesthetics since an element of craftsmanship comes into play. One of the things that you might look for as a collector is the stamp of approval given an artist by his peers. What galleries has the work been shown in? What honors, awards and grants have the artists received? What commissions? These public forms of approval should not be the final determinant in your selection of a print or photograph, but merely contributing factors. Ultimately, your eye is the judge, but you should approach the work with as much knowledge as possible and with a private, but informed eye. □

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PROFITS OUT OF THIN AIR IN JOHNSONTOWN

Thirty-nine poor Georgia families lease their land and air rights to make a small fortune

In 1970 Johnsontown was just a small black community nestled in the midst of a prosperous predominantly white section of Atlanta. Most of its 39 families were headed by manual laborers, and many of its older residents were retired and living on Social Security benefits. The tiny houses they lived in had a market value of $6000 each and rented for forty to fifty dollars a month. But the Atlanta business community wanted the land for commercial development, and Johnsontown was slated to die quietly, with its residents to be dispersed to parts unknown. Urban renewal and the growing commercial pressures within North Atlanta dictated that it was time for Johnsontown to follow other poor black Atlanta communities into oblivion. Only it didn't happen that way.

It is true the residents of Johnsontown are gone, but they are not dispersed. They were evicted, but they were paid a compensation unprecedented in the history of Atlanta. Because of their cohesiveness, they forced the great city and the wealthy business community to give them a role in the development of the land they were losing—thus obtaining monetary gain for the present, and an investment for the future.

By Roger Witherspoon

T.M. Alexander (left) with Eugene and Janie Johnson in front of their new home

PROFITS OUT OF THIN AIR IN JOHNSONTOWN

Their homes are disappearing under the concrete parking lot of the Metropolitan Atlanta Rapid Transit Authority (MARTA), but the ex-residents will be partners in the $130 million real estate development of residential and office buildings which will be built over the new rail station.

On May 13 of this year, their nine years of organizing, hoping and planning culminated in the formal sale of the land by the Johnsontown Community Development Corporation (JCDC)—the company formed to collectively represent the Johnsontown residents—to MARTA and the J. T. Holding Company (the commercial developer) for $6 million, plus a future return of $2.5 million. That was a far cry from the aggregate $80,000 MARTA originally offered for the land when negotiations first began nine years ago.

To achieve what Mayor Andrew Young calls "the most valuable land acquisition in the history of the city," the former residents of Johnsontown forced a reassessment of their land from 30¢ a square foot to $12 a square foot. MARTA also sweetened the deal by paying relocation costs of from $4,000 to $15,000 to individual homeowners and renters. In many cases, the individual's relocation allotment was greater than the value of the home he was giving up.

While MARTA was paying $6 million for the land, the J. T. Holding Company paid $2.5 million for the air rights. This is only the second time in the city's history that air rights have been sold—the first time being for the city's downtown OMNI International Hotel and sports complex. The air rights were purchased from JCDC at the rate of $8 per square foot. The former Johnsontown residents have the option of receiving that money in a lump sum when the project is completed in 1984 or 1985, or as stock in the office tower and condominium.

Traditionally there was never much to Johnsontown except its people. Nowadays a visitor can find what is left of the community by heading up toward Lenox Square, the first—and now the largest and richest—major shopping center in the city. If you make a right turn off Lenox Road after crossing the tracks, you'll be on Railroad Avenue, a street which didn't even have a name three years ago. There, behind the restaurants and hotels flanking Lenox Square, is the nondescript seven-acre, three-block community. There is not much left of Johnsontown anymore. And it is certainly nothing like the enclave in which J. B. Steed grew up.

Steed, who is a lieutenant in the Atlanta Police Department, recalls that when he left home to join the US Air Force in the 1950s, Lenox Square was just a patch of woods. There was no Lenox Mall, no office buildings, no big highways, no development at all. "It was country area, and we were all one big family," he says. "You left your doors open because everyone looked after everyone else."

Steed's running buddy in those days was Eugene Johnson, and Johnson, now a used car dealer, remembers Johnsontown well. "There was a big field where the middle of Lenox Square is now, and the streets weren't paved then. We had coal for heat, and we had to walk about a hundred feet to get water from a well. But that wasn't too bad—there were some who had to walk even farther for water."

Johnson didn't think much about encroaching development, but progress—in the form of indoor plumbing—came while he and Steed were off in the military.

"I remember Eugene coming home. It was cold and I had all these pails lined up to go get water," reminisces Johnson's mother, Janie Johnson. "Gene said 'Mama, why are you going outside to get water when you have a faucet right in the kitchen?' I was so used to going out, I just hadn't thought of it."

"The times were right. The political structure was changing from white to black. It was possible to get a sympathetic ear at City Hall."

The progress coming to Johnsontown foreshadowed the expansion of the city, and if families like the Johnsons ignored its significance, many others didn't.

Lenox Square Mall opened in the late 1960s, and proved an instant hit. At that time, shopping malls were being built all over the country, and those which were well-planned and easily accessible made fortunes for their backers as well as raising property values in their immediate vicinity.

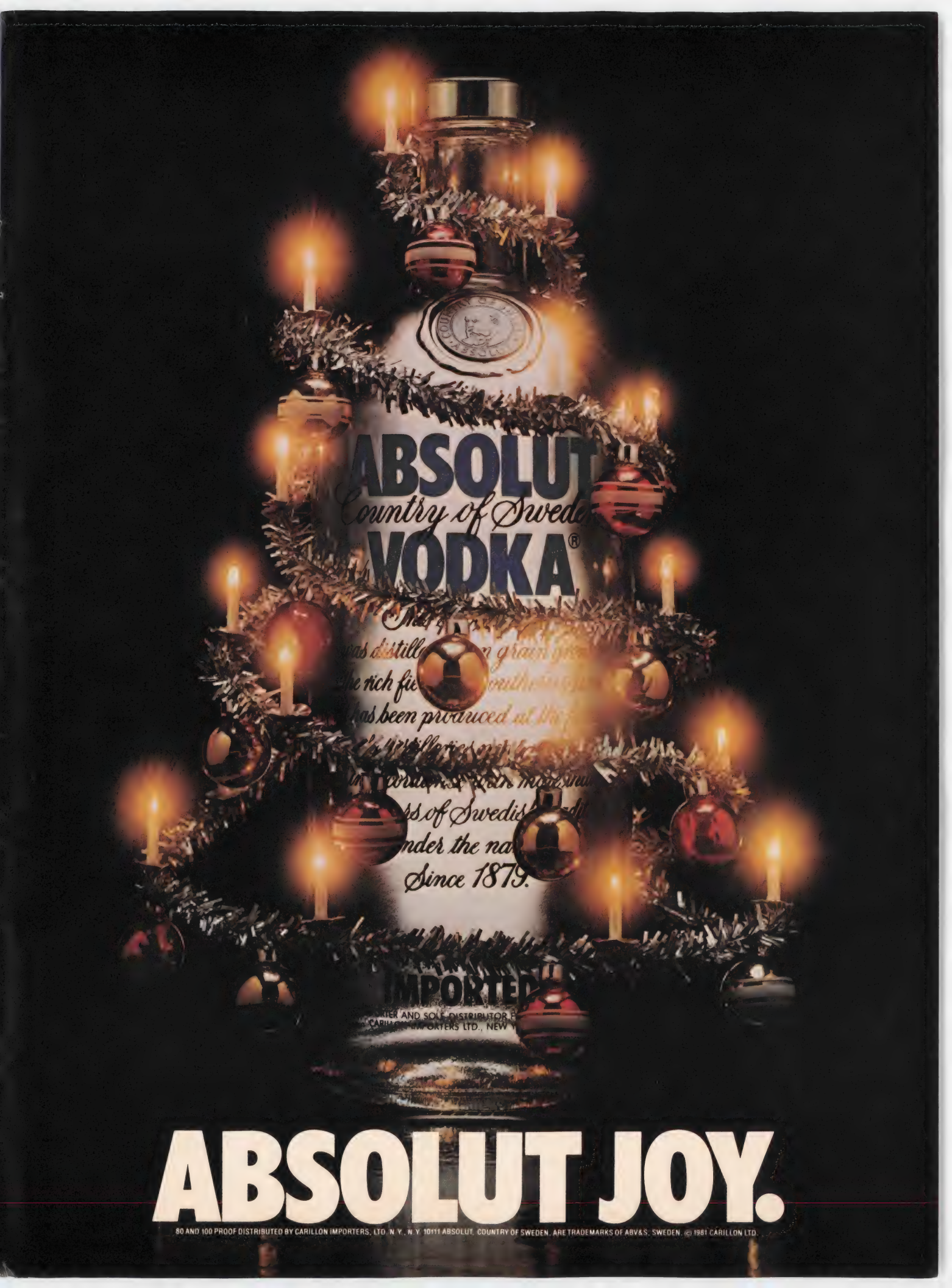
There was talk in 1968 of building a rapid transit system which would run from Lenox Square and the northeast Atlanta region down to the airport some 20 miles away. A station was to go behind Lenox Square on an undeveloped tract near the railroad tracks. But the Lenox Square developers balked at that location. They felt the mall would continue to grow over the years, and that the area would be needed for additional parking. Gas was cheap, and nobody needed a train—which would simply bring a lot of people who couldn't afford cars, like blacks. So it was quietly decided that if the rail system were ever built, the station would go in Johnsontown.

By 1973, however, there were two new realities in Atlanta; the Mass Rapid Transit System was going to be built, and there was no longer any such thing as cheap gasoline. Johnsontown was doomed. The land was appraised by MARTA representatives, and the tenants were slated to receive a "fair market value" for their individual parcels. *The land was appraised as individual homes, however, and not as an assemblage tract for commercial development.* The average offer was 30¢ per square foot.

"At that time," recalls Johnson, "I didn't really know much about what was going on. I didn't understand it, and neither did most blacks. The authorities said you had to do this, and you did it." "In my lifetime," says Rev. Sam Sawyer, pastor of the Zion Hill Baptist Church in Johnsontown, "I've seen five black Atlanta communities disappear. We were going to be next, and there didn't seem to be anything we could do about it." The future seemed bleak for Johnsontown, but there were blacks who could make a difference. And T. M. Alexander was one of them.

Alexander, currently a vice-president for public finance at the brokerage firm E. F. Hutton in Atlanta, is one of the privileged members of Atlanta's black community. His father, T. M. Alexander Sr., was a prominent real estate developer in Atlanta. In 1973, Alexander was a regional director in the US Department of Housing and Urban Development in the Nixon Administration.

"A friend of mine told me that the next time I headed for Lenox Square I should take a wrong turn at the tracks and take a look at a black community which has been there since the turn of the century and which was about to disappear in the limbo of a MARTA parking lot," says Alexander. "My feeling was that time and time again, poor people and blacks were being relocated without adequate compensation in order to make way for someone else's proj-



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ect. I thought that maybe this time something could be done about it. I thought that just this once, those people could be living on the right side of the tracks." It was possible then, because Congressman Andrew Young had just successfully shepherded a bill through Congress which provided development money for communities surrounding mass transit stations.

"After looking into the Johnsontown situation," says Alexander, "I wrote the Secretary of Housing and Development and stated that I had found something more challenging to do, and that I was going to resign and do it." What Alexander wanted to do was to organize the residents into a cohesive unit which could determine the best use of the land and then sell it as one block—rather than their operating as individuals and being easily bought out at a lower price. "It meant all of them had to work together," he explains. "No one could sell their land individually. That's not easy—I live in an affluent, astute black neighborhood, and I doubt if I could convince everyone to hold out for the good of the community. Most of us just don't think that way."

Convincing the residents of Johnsontown that he had their best interests at heart wasn't easy. "He was trying to get everyone together," says Johnson, "and there was a lot of distrust. We didn't know him, and we wondered why he had gotten involved. I still wonder why he did get involved. We didn't know what he was going to get out of this, and people were suspicious. But he kept at it. He talked to me and Steed. I guess the others trusted us because our mothers live there and they knew we weren't going to let them get ripped off. It turned out that this was the best thing that ever happened to us. If not for him, we wouldn't have been able to achieve what we did. We would have just split up."

Alexander has a hard time explaining it, too. He was not paid for his work with Johnsontown—never has been. And he spent five years working with the community and the city trying to get Johnsontown a better deal for their land before there was any development plan at all. "The times were right," says Alexander. "The political structure of the city was changing from white to black, and it was possible to get a sympathetic ear at City Hall."

Using his HUD contacts and taking advantage of the Young bill, Alexander secured an $80,000 development grant in 1977 which enabled him, Sawyer and 13 other representatives of Johnsontown to travel to Montreal and Toronto to study projects developed around Canadian rail systems.

"It took three years to get to that point," says Alexander, "because organizing is not easy." It was during this period that the people of Johnsontown banded together to form the Johnsontown Community Development Corporation. "We first named it the Zion Hill Development Corporation, after the church. It took me two years to figure out that not everyone in Johnsontown went to that church. Many of them still went to the church in Piney Grove. So I changed the name, and then everyone who lived there felt they had a stake in it."

Johnsontown lies off Interstate 85, the main federal highway running through Atlanta, down to the airport. It is a main stop on the growing rapid transit system which carries travelers to the heart of the city in 12 minutes. It lies between two prime shopping centers—Lenox Square and the more recent Phipps Plaza—and contains seven acres of land in 41 parcels. Zion Hill Church, with 8,059 square feet of land and a complete building, was originally appraised at a total of $23,000. J. B. Steed's mother was offered $7,750 for her home and 6,271 square feet of land, while Eugene Johnson and his mother were offered $13,450 for their neighboring homes on 6,900 square feet of land. The land was going for a steal.

Poor people are frequently relocated without adequate compensation. Just this once, they could be living on the right side of the tracks."

"We wanted a better deal than that, obviously," says Alexander, "and what made it work was the change in power at City Hall. The politics of the situation were these: if we didn't get a fair deal, it would be difficult for anyone—MARTA included—to get a building permit. Maynard [Jackson] was very good about that." In fact, since his administration began, Jackson had been unequivocal in his belief that blacks should get a fair share in any public construction project in Atlanta. That stand unarguably persuaded MARTA and the J. T. Holding Company to bargain seriously with JCDC.

A final development package was accepted in principle by MARTA, the J. T. Holding Company, the City of Atlanta, and JCDC in 1981. The basic package was developed subsequent to the JCDC Canadian trip. It was the research done there that determined the final use of the Johnsontown land, and thereby its ultimate value. The 52-story office and condominium complex, with its multilevel lobby encompassing the new train station and the parking lot, will be known as Resurgens Plaza.

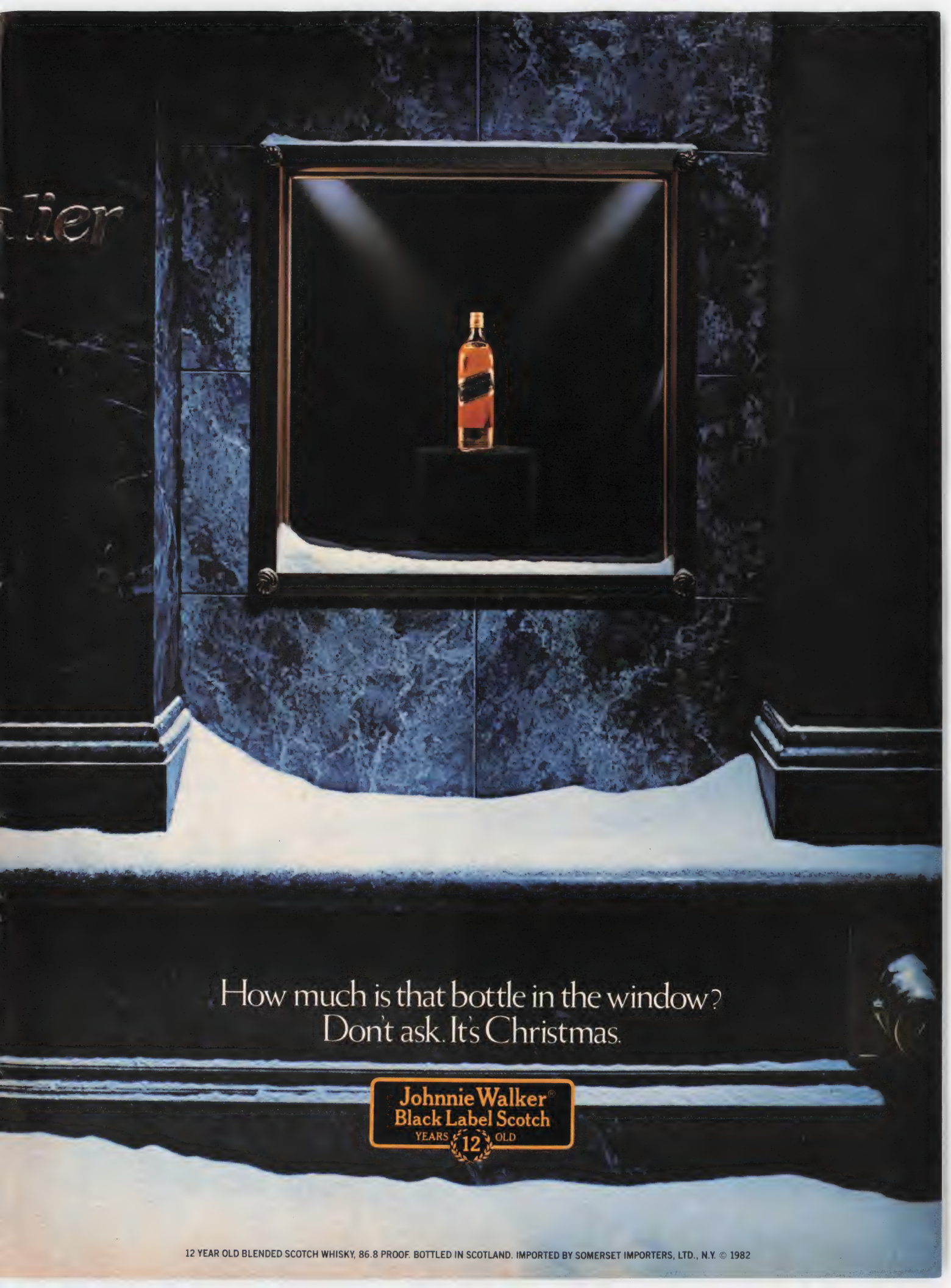
Under the combined pay arrangement, the church received $96,700 up front, and is to receive another $64,452 in three years—which it can accept in a lump sum or take in regular payments from the profits of the holding company. "For a small church," said Reverend Sawyer, "it's nice to be debt-free and have money in the bank." The Steeds' holdings are now worth an aggregate $125,420 instead of $7,750, and the Johnsons will receive $138,000. For his part in bringing all the parties to a mutually acceptable agreement, Alexander was awarded a limited partnership—size undisclosed—in Resurgens Plaza.

On Sunday morning of September 12, there was a last gathering at the Zion Hill Baptist Church. The church was an empty shell, and the parishioners milled around outside until everyone arrived. Then they proceeded in a caravan across town to a new Zion Hill Baptist Church in the Forest Park neighborhood.

"It's a long way from Johnsontown," says Steed, a deacon in the church and chairman of the board of JCDC. "But that doesn't change anything. There is still a church in my neighborhood, and most of my neighbors still go to it."

"I'll continue to stay in touch by coming here to worship," says Eugene Johnson, now president of JCDC. He plans to use his money to bolster his used car dealership, and has already bought a new home. His friend, J. B. Steed has put his share of the money into bank certificates of deposit to provide for a rainy day.

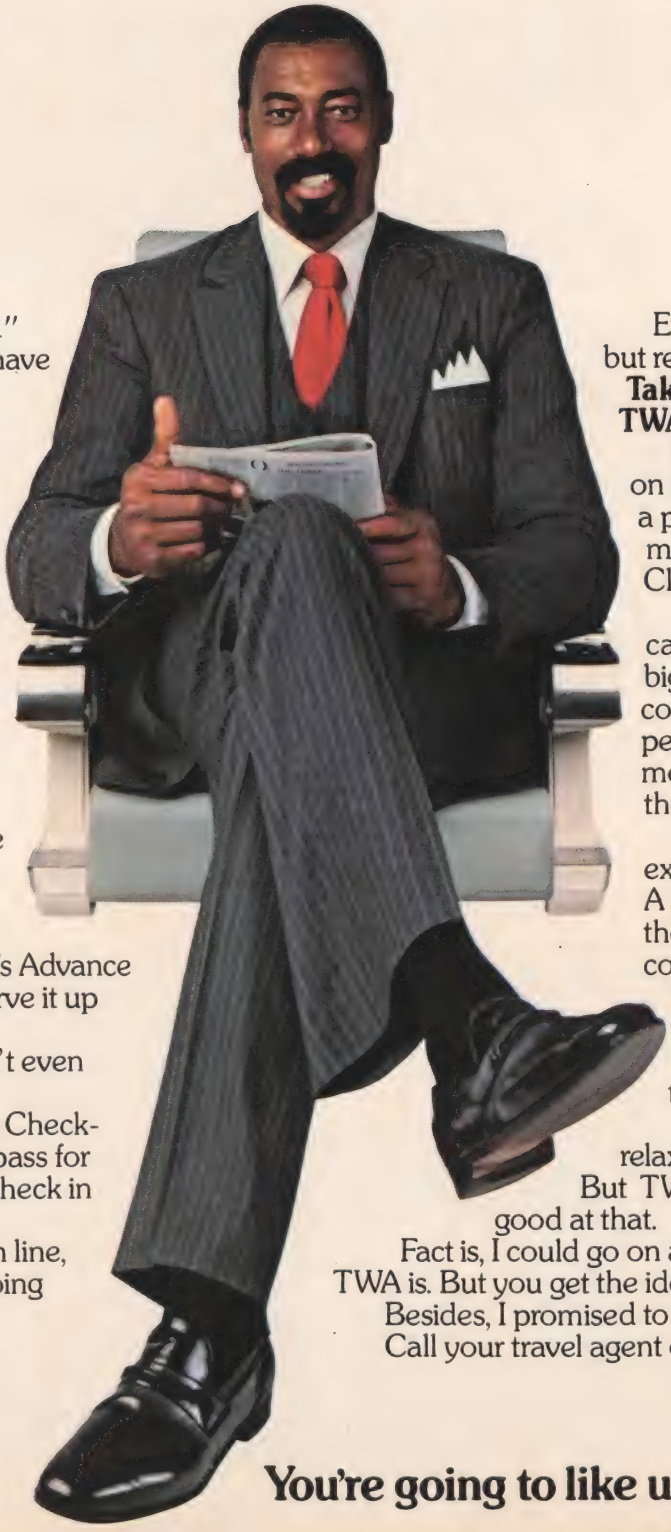
At the first service in their new church, Rev. Sawyer quieted everyone and expressed their heartfelt thanks to the Lord: "Though we have had difficult days in Johnsontown, You saw fit to keep us together. And now we have a new church, new homes, and are still one family." □



12 YEAR OLD BLENDED SCOTCH WHISKY, 86.8 PROOF. BOTTLED IN SCOTLAND. IMPORTED BY SOMERSET IMPORTERS, LTD., N.Y. © 1982

"Why I'm so big on TWA."

—by Wilt Chamberlain



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Love FOR SALE

"Don't touch me!" she snapped. "No," he teased, his deep honey eyes darkening with desire. "I know a quicker way to free you."

His strong hard face covered the black velvet of hers. He kissed her sweetly, insistently. The kisses multiplied, one after the other. One kiss, angry and demanding, led to another, sweet and nibbling, that nagged at her from the inside.

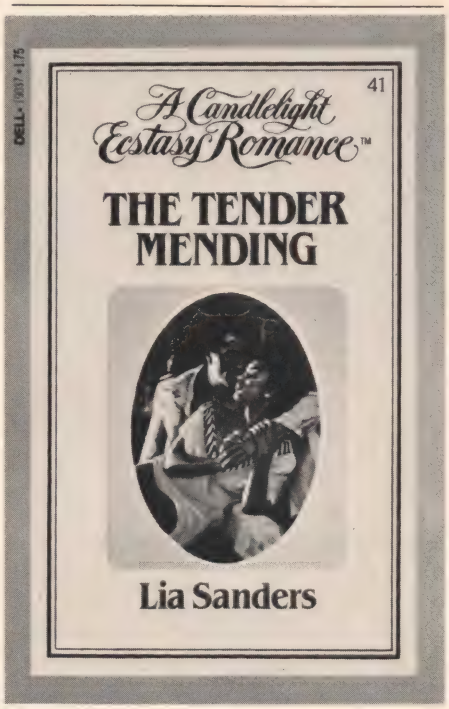
The ultimate kiss was a sensual delight. It refreshed every inch of her. Paul kissed her eyes, her ears, her nose, her full lips. He caught the pulse in her throat. She tried to resist his subtle mastery, but she was lost. . . .

Lines from the immortal Shakespeare? No. Toni Morrison, perhaps? Hardly. But before you start laughing at this torrid passage, think again. It represents a new twist on an old theme exploiting a newly discovered market for a literary genre long regarded as the stepchild of the publishing industry. The theme, as old as time, is romance; the genre is romance fiction; and the new twist is the "ethnic romance."

Writers throughout the ages have maintained that love is priceless, but romance publishers know exactly how much it is actually worth to the millions of women around the world who devour paperback romances. Sales of romance fiction reached $250 million dollars last year in the US alone, or about 25 percent of all mass-market paperback sales, according to one reliable estimate. At least one quarter of this market is made up of black women who love love as much as the next woman. What's more, the market shows no signs of slowing down. The demand for romance fiction is expected to increase at the rate of 15 percent each year for several more years.

By Rosemary L. Bray

The new and lucrative ethnic romance book market is a mixed blessing for black writers and editors



In short, the demand for love stories far exceeds the available supply; that is why a trip to your local bookstore will reveal a proliferation of new romance lines, with formulas and characters as different as American women themselves.

For blacks in the publishing industry, the rapid growth of romance fiction has been a mixed blessing. Publishing is perhaps the last of the genteel WASP professions; the long hours and low pay that are typical of entry-level jobs in the industry tended to attract upper middle class white women who could afford such jobs, until they moved up the ladder. As the number of blacks willing and able to forego short-term rewards for long-term career satisfactions has increased, traditional racism has reared its ugly head and made it nearly impossible for black women to find jobs in trade or 'mainstream' publishing.

The few hardy souls determined to work as book editors and writers thus found themselves shunted to less-prestigious genre lines: westerns, science fiction and romances, which no one really took seriously until a few years ago when Simon and Schuster began its Silhouette Romances line, and broke the market wide open.

Black women found themselves on the cutting edge of a publishing phenomenon and began making their own special impact on a genre that many of them considered only a temporary stop along their career paths. Of these editors, Vivian Stephens, who became editorial director at Harlequin Books last year, has had the greatest impact on romance fiction.

Love FOR SALE

Editor Valerie Flournoy holds a romance fiction workshop for black writers

Stephens came in the door bursting with ideas, among them the idea that there was a new kind of American woman—a woman who demanded a new kind of romantic heroine. "American women went through a sexual revolution," she says. "Every woman is not a 21-year-old virgin."

In 1979 when she was an editor at Dell Publishing, Stephens pioneered the Candlelight Ecstacy line—complete with older heroines and lots of sensuous detail. "I'm known as an editor who'll call an agent and say, 'There's not enough hugging and kissing in this. Not *nearly* enough,' " she said. The Ecstacy line was a sell-out from the moment it hit the bookstores, and pioneered a new generation of romance fiction.

The idea for ethnic romances had been with Stephens for some time; like other black women who edit, write and read the genre, she was tired of the blonde-haired, blue-eyed, tall and willowy women who seemed to take up permanent residence in the pages of romance fiction. The idea became reality through a friend, Elsie Washington, an editor at *Newsweek* magazine.

Washington wrote a synopsis, Vivian liked it and went to her editor with the news that she'd found a black book she wanted to buy. They suggested she talk it over with the sales and marketing people, who thought the book had a chance.

Entwined Destinies, written by Washington under the pen name of Rosalind Welles, did *very* well (at last count, 40,000 copies of the 60,000 printed had been sold), and Stephens had scored another coup. While at Dell, she bought ethnic romances from Chinese-Americans, Mexican-Americans and Native-Americans as well as black writers.

But Dell now seems to be balking at publishing any more ethnic books. At present, Dell is sitting on at least five ethnic romances (three of them are black) in various stages of production, bought by Stephens during her tenure there. Not one of these has seen the light of day. Insiders predict that the books will languish forever at Dell, at least until the options to publish them have run out. At that time, the books will revert to their authors. Some black editors believe that Dell has bought the widely-held myth that blacks don't read.

Anne Gisonny, senior editor at Dell Candlelight books, denies all these rumors and maintains that, though there is no organized effort in the works to market the books they've already acquired, the ethnic book is not doomed to obscurity and, in fact, would be welcome at Dell—with or without Vivian Stephens.

"The decision to take these books from the schedule was an editorial one," says Gisonny. "Most of the books were 'sweet' romances in our traditional Candlelight line, and we made a decision to print more books in the Ecstacy line (the sexier romance imprint published by Dell)."

At Harlequin, Stephens is sure to cause a stir next year with the introduction of a new line of romance books—a black romance, *A Strong and Tender Thread,* will be on the list. However, Jackie Wieger, who wrote the book, is white.

"The book was magnificent," Stephens asserts. "I had to buy it; I couldn't not buy the book because the author was white. There are some people who can get into the black psyche better than some blacks can, and she is one of those people." Stephens also claims that she has had a lot of trouble finding black books by black authors; she says the manuscripts she has received are so filled with misery and unhappiness that they're totally inappropriate for the genre.

Angela Jackson and Sandra Jackson-Opoku, both of Chicago, are writers who don't feel compelled to explain being black—but, on the other hand, object strenuously to the idea of ethnic romances that fail to reflect black cultural values. Under the pen name of Lia Sanders, the two women (they are not related) wrote a Dell Candlelight Ecstacy Romance called *The Tender Mending*—the source of the love scene at the beginning of this story.

Both Angela, 28, and Sandra, 31, have been friends—as well as avid readers of romances—since their teens, when Harlequin's white heroines were the only heroines available. And throughout their teens and twenties, the fantasy of writing a romantic story with black people as main characters stayed in their minds. Typically enough, Vivian Stephens made their fantasy real by getting their book published.

"There's no reason why black women can't enjoy a light, fresh love story—something with a little of the sweetness of life and something that makes you smile a little bit that still be politically correct," says Angela, a playwright and poet whose newest play, *Shango Diaspora* was recently produced by Woodie King Jr. at New York's New Federal Theater.

Like many of the women who start writing these romances, money was certainly a motivating factor for Angela and Sandra. With advances on the typical romance averaging $5,000, against royalities of about $20,000 for each book, many writers get comfortable with the genre and turn out as many as five books a year. Production time (from manuscript to finished book) takes from five to six months. Royalty checks,

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Love FOR SALE

which come twice yearly, can take another six months to materialize. But the money can be worth the wait; it is not at all unusual for prolific full-time romance writers to make $100,000 or more yearly.

As a former senior editor at Silhouette Books, Valerie Flournoy was well aware of the financial prospects for romance writers.

Already a successful author of several children's books, she began feeling the need to write more (including romance fiction), but still enjoyed her work as an editor. The ideal solution presented itself last year when she became a consulting editor at Second Chance at Love, the two-year-old romance line at Berkely/Jove Books that sold an impressive 11 million books in its first year out. Second Chance was enthusiastic about the marketing potential that ethnic romances represents.

Flournoy feels that the ethnic market has an embarrassment of riches to offer romance publishers—and not just financial riches, either. "Just think of all the extra things the ethnic writer can bring into the books—their own histories and backgrounds, the ways they're brought up—these are things that non-ethnic readers will find interesting and fascinating, too."

In pursuit of this diversity, Flournoy is tireless in her pursuit of possible writers. She has found dozens of writers who are now working on books for her; though most are black, in her stable she has a bevy of Hispanic-Americans, some Oriental-Americans and some Jewish women, who are working on romances that use traditional Jewish religion and culture as their backdrop. Though many houses want fiction by women, she has several black men on her list, including a graphic designer, a former book editor and a professor at Howard University—(none of whom were willing to divulge their new careers as romance writers for this article!)

When Flournoy is not recruiting writers, she's organizing her marketing strategies; she knows that in order to reach an audience of blacks and other ethnic groups, traditional marketing strategies leave much to be desired.

"I've made out my lists of black newspapers and magazines that we should target for special advertising campaigns so black women will know that these books are out

Vivian Stephens, ethnic romance pioneer

Facts Of Life For The Romance Writer

Before you can write a genre romance, you must read one. Publishers provide tip sheets that are useful, but nothing takes the place of reading the books from the various romance lines.

Romance editors agree that it's difficult to find black writers who can construct and write about positive relationships between black men and women. Remember that romance novels provide a temporary escape from the gloom and doom of real life; if readers wanted to find out the awful truth about the world they wouldn't read romances.

Here is some basic information. For each line, each editor has her own detailed requirements for a successful romance novel. The following editors are actively looking for books. If you're unpublished, please note that, unless otherwise indicated, they're only reading completed manuscripts of 50,000 to 60,000 words (about 230 typewritten, double spaced pages). Do yourself a favor. Write each editor and ask for their "tip sheet." The information they contain will start you off right.

Valerie Flournoy at *Second Chance at Love* is interested in stories that portray black women as "lovely, lovable and loved by black men." Send a synopsis of your book (about 10-15 pages) plus a sample chapter, (17-20 pages) showing strong character development to: *Jove Publications,* 200 Madison Avenue, 15th Floor, New York, NY 10016.

Veronica Mixon, editor of Doubleday's *Starlight Romances,* the only hardcover romance line on the market, is interested in stories about black people in all areas of life. She stresses the lasting quality of her books: "Because they're hardcover," Mixon says, "libraries and schools order them; people shouldn't write anything that teenagers shouldn't read." Send your manuscripts to: 245 Park Avenue, 42nd Floor, New York, NY 10017.

Vivian Stephens is recruiting ethnic writers for the new Harlequin American Romances line. She is only interested in completed manuscripts that are 70,000 words in length. Writing style should be of "best-seller" quality. Write to: Harlequin's American Romances, 919 Third Avenue, 5th Floor, New York, NY 10022.

Cheryl Woodruff, associate editor of fiction originals at Ballantine Books, is working on a new line of books with a slightly more realistic twist. Love and Life's slogan is "Women's Stories for Today." Woodruff is looking for black authors who can write about the problems facing women in contemporary relationships in a meaningful and positive manner.

"I'm looking for writers who can produce magazine quality fiction," says Cheryl. "We're interested in publishing a range of women's fiction where romance is an element but not the central theme." Send your non-formula stories to: Ballantine Books, 201 E. 50th St., New York, NY 10022.

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Love FOR SALE

Authors Sandra Jackson and Angela Jackson of Chicago write about black love under the pseudonym Lia Sanders

there. I'm doing my homework. I know the marketing people at other lines are asking, 'How can we reach that market?' I say, 'Where there's a will, there's a way.' We *can* generate that interest."

So what is Flournoy waiting for? "I'm waiting for a definite commitment from Second Chance," she says. "I'll want to know how many books they're prepared to publish each month. I'll need a money commitment too—an advertising budget of some kind so that I'll know what I have to work with."

Flournoy is so convinced of Second Chance's eventual commitment and so sure that ethnic books are going to take off, that she's already concentrating on her next big problem—how to ensure that black and other ethnic writers actually get to write these books and share in the profits. She, along with other black editors and writers, fear that once the existence of a market for ethnic books is proved to the diehard skeptics, the rush will be on to produce ethnic books without regard to the ethnic background of the writer. "I want to be able to say that Second Chance at Love is *the* line that's publishing ethnic books by ethnic writers," she emphasizes.

One of Flournoy's most promising writers is Sandra Kitt, a librarian at New York's Hayden Planetarium and founder of her own graphic design business. Kitt, who writes under the pseudonym of Elaine Sands, is a long-time reader of romance novels and a woman who fantasized about writing fiction with black characters long before the industry acknowledged its black readership. Her Second Chance romance, *All Good Things*, will be published in March, 1983. Like most contemporary women, she is adamant about her likes and dislikes in the romance market.

"I have no patience with heroes who are arrogant to the point of being bastards. Who needs that kind of aggravation? I have no patience with a heroine with a weak backbone, who doesn't know how to stand up for herself. I also have no patience with books where the entire plot is based on coincidence. I like intelligently written romances; I don't consider myself stupid. I don't like to read romances like that, and I'm certainly not going to write one like that," she explains.

All Good Things is Kitt's third book; her first, an interracial romance, she regards as unmarketable *forever*—a distinct possibility, since interracial romance is the *last* taboo. Her second book was written with white characters because she had no idea that there was a market for black romances in existence.

Kitt does have grand ambitions for her writing career, which she plans to continue even as she works on her two other interests. "I don't want to compete with just other black romance writers. I want to compete in the whole marketplace. I want to be considered as just as good as Janet Dailey" (Dailey, a white writer, and the acknowledged queen of the American romance novel, who has already sold over 80 million books).

Sandra's dream would have been ludicrous even five years ago. But that was before—before romance came out of the closet, before black romance editors let publishing houses know that black people are romantic and that they fall in love too; before romances themselves evolved to keep up with changing American women and their more sophisticated lives. In the end, the themes of love and commitment were bound to make a comeback (that is, if they ever really left in the first place); What black people always seemed to need most and have been especially hungry for is a happy ending—even one that lasts only for a moment.

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Special gifts to put into your

Gifts with a personal touch (clockwise from top left). **A fragrant harvest wreath**—to make or have made up by your florist. Dried wild flowers, and herbs make this a wreath for all seasons. **Precious doll collection** for little girls—and their big sisters. "Tenay," a softy in a sunbonnet, designed to be hugged, by Kamer, at F.A.O. Schwarz, $12.95. "Glenna," in crisp red-and-white calico designed by black artist Glen Burnside, available at Liberty House, New York, $20. "Patti Lou," a handmade old-fashioned country doll dressed in soft gingham gown carries a sachet, available at F.A.O. Schwarz, $100. A bisque baby doll in christening cap and gown by Schackman, available at Liberty House, New York, $40. **BLACK ENTERPRISE tote bags** big enough to hold at least ten 7-oz. bags or two 24-oz. tins of Famous Amos chocolate chip and pecan cookies. Cookies $2.50 per box; $6.50 per tin. Tote bags available soon from BLACK ENTERPRISE magazine. **Crochet charmers.** A red and green stocking to fill to the top, $7.50; jaunty sailor doll, $6; stretchable red booties with ribbon to warm cold feet, $6. Handmade by Julia Gairy for Bits 'n' Pieces, New York.

CHRISTMAS STUFFING

stockings and under the tree, plus some ideas to make the holidays merry

Gifts for both sound and sight (clockwise from top left). **Micro Series components** from Technics to be stacked neatly—on shelves, on a desk, on a corner table—where space is at a premium. Two-way linear phase speaker system, $370 a pair. FM/AM tuner, $250; stereo amplifier, $250 and cassette deck, $250. **A pocket-sized TV.** This Sony "Watchman" will travel anywhere you go—in the car, on the boat, backpacking, even under the covers. Its 2-in. black-and-white picture runs on four alkaline AA batteries or AC power adapter. Comes with an earphone for private listening. About $300. **A handsome Sequerra FM broadcast monitor,** Model #1 for the connoisseur of sound. Professional quality from United Sounds of America, Inc., Baltimore, $4,500. **A clutch of automated snapshot cameras** to slip into a pocket or briefcase. From top: The Canon "Snappy" 35-mm. camera comes in two models "Snappy 20" and the "Snappy 50" and six colors, about $115 and $145. Olympus 35-mm. camera comes in three models: XA, XA1 and XA2, ranging in price about $89 to $155. The Kodak Disc camera comes in three models: 4000, 6000 and 8000, ranging in price about $60 to $143.

CHRISTMAS STUFFING

Entertaining gift ideas (clockwise from top left). **A spanking red-and-black teakettle** of contemporary design. Also comes in black or white. From Conran's, $30. Sturdy mugs with BLACK ENTERPRISE logo. Available soon from BLACK ENTERPRISE magazine. **Expressly espresso.** This electric espresso/cappucino maker by Krups is perfect for holiday party giving and the ultimate hostess gift. Holds 20 cups (60 oz.), and makes two cups of espresso every 30 seconds. Easy push-button operation. Comes with four 2-cup filters and recipe booklet. From Hammacher-Schlemmer, $500. **A Colonial Christmas wreath plate** from Lenox China to begin a yearly tradition. This is the second in a series of 13 limited editions with themes representing the 13 original colonies. Handcrafted on ivory-toned Lenox china and decorated with 24-karat gold. $70. **Sparkling crystal barware** to toast in the holidays (clockwise from left). "Wickham" highball, $35; "Arnie" highball, $10; crystal whiskey decanter, $110; "Nancy" decanter, $395; "Wickham" old-fashioned, $35; (center) "Arnie" double and single old-fashioned glasses, $10.50 and $8.50. From Tiffany & Co.

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So think about just how important Black media is to you and what *you* can do to support it. Subscribe to your favorite magazines and newspapers. Listen to your favorite radio stations. Then if you read or hear something you don't like, tell them. If it's something you do like, tell others.

You can also support Black media in one other very important way. By giving preference to the products and services advertised in Black media.

Your support will keep Black media strong. And that's good for everybody.

BOCA **The Black Owned Communications Alliance**
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CHRISTMAS STUFFING

Gifts of gadgetry, glamour and gamesmanship (clockwise from top left). **An electronic scale** for making and keeping New Year's resolutions, by Krups. Features data storage for comparative weight recall. From Hammacher-Schlemmer, $149.50. "Air Care," your personal table-top fan with air freshener, by Krups. From Bloomingdale's, $25. A compact mini-vacuum from Hitachi to do the job—sweeps up table crumbs, lint and pet hair. From Bloomingdale's, $15. **A lamp to place on a bedside table** or to hang on the wall. In black, red, green or white plastic. A dial to turns it on, off and dim. For your favorite extraterrestrial. From Conran's, $39. **Timeless luxury:** (Left) Four Omega 14- and 18-karat gold and stainless steel, men's and ladies' watches with sapphire and quartz crystals, $850 to $1,400. (Right) Two Audemars Piguet Royal Oak 18-karat gold and stainless steel men's and ladies' watches. $4,950 and $5,200. **Computerized gamesmanship.** Win or lose, you light up the board with Gammonmaster manual or electronic backgammon game by Tryom, Inc., $89.95. Or checkmate your partner with Sensor Computachess, $49.95. Both at Hammacher-Schlemmer.

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Travel

B·R·A·Z·I·L

An African Connection In The New World

Pescadores *(fishermen) on Copacabana beach, which is one of Rio de Janeiro's best-known and most expensive areas*

So much has been written about the exoticism of Brazil. Yes, Brazil is a fusion of Africa and Europe where the people practice *candomble* (Brazil's version of voodoo) and *capoeira* (a form of martial arts). Yes, the food is marvelous and the scenery is breathtaking. Not that this should be played down, there is just so much more here that resonates for the Afro-American traveler.

The United States and Brazil have parallel histories. Both countries were settled by Europeans who displaced the aboriginal people and brought in African slaves to do the hard labor; both have their myths about frontiers, Indian wars and sudden wealth; and both have immense natural resources.

My trip started in São Paulo, the heart of Brazil's industrial might. This city of 12 million boasts of an economy sophisticated enough to produce everything from fighter planes to petrochemicals in a teeming atmosphere of boulevards, skyscrapers and traffic jams. Founded in 1554 by Jesuits, its mix of immigrants, Old World architecture and New World verve should be enough to qualify "S.P." as a world-class city. But Paulistas are like Chicagoans—they're a bit insecure because they've lived so long in the shadow of Rio. However, São Paulo already plays a more prominent role in world affairs than any other city on Brazil.

São Paulo has a modest but growing Metro transportation system, countless nightclubs and restaurants, amid streets of fine old mansions and rows of high-rise apartment buildings. There are Italian and Japanese neighborhoods, and just plain Brazilian neighborhoods. (Half of the country's three million Brazilian-Japanese live in São Paulo.) Of course, all this ethnic variety means a great choice of cuisines. I had one of my best Italian meals at the Ca D'Oro, a five-star hotel that is a favorite of American business people.

Hotel restaurants are often very good in Brazil. Meals served at the elegant Caesar Park Hotel and the Maksoud Plaza were first-class Continental cuisine. But for an authentic Brazilian meal, where the food is served by waitresses dressed in traditional Bahian costumes, Mario Fulo is strongly recommended.

A very popular lunch spot is the restaurant at the top of the Terraco Italia, São Paulo's tallest building. The owner brings fresh trout from his own farm every day, and after your meal, over a cup of *cafezinho* (expresso), you can choose one of the jewel-like parks scattered throughout the city for your siesta.

If São Paulo is Brazil's New York, Rio de Janeiro is its Los Angeles. This is not an exact analogy because Rio is a city of subways, buses and foot traffic, but its laid-back approach is reminiscent of California.

From my room at the Caesar Park in Ipanema, I observed the heart of social activity in Rio—the beach is a definition of life in Rio. Ipanema and Copacabana, two of its best-known beaches, are also its two most expensive neighborhoods. The cost of

oceanfront condominium apartments here can run as high as seven figures. On any day, you may find a cross-section of Cariocas (as Rio's residents are called) enjoying sea and sand with much *joie de vivre.*

While most Americans prefer to sit still when they go to the ocean, Brazilians approach the beach as if it is a health spa. They jog on the beach's famed black-and-white tile sidewalks, exercise on parallel bars and jungle gyms, *and* they play soccer. Every free inch of sand is a soccer field on weekends. Men, women and children, and even the elderly, get a foot in.

When Brazilians tire of exercise, they buy fresh fruit drinks from vendors strolling along the sand or they cross the road to a *churrascarias* (barbecue restaurant) for a beer or a meal. I ate at Mariu's on Copacabana, where, for about $7, you can eat barbecue sausage, chicken, ribs and beef served with crisp french fries, hearts of palm salad and other side dishes.

Miles of beach, mountains rising from the sea and the peculiar Brazilian mix of old and new architecture give Rio de Janeiro its unique character. The Lagoa, a lagoon in the heart of the city, makes it impossible to be far away from the water. The tram ride to the top of Corcovado may be the sort of thing tourists are expected to do, but once you arrive at the top, look up at the huge marble statue of Jesus, then down at the heartstopping view of the city, you'll know the trip was worthwhile. But if you suffer from vertigo, don't take the tram. And stay away from the cable car that takes passengers up Sugar Loaf.

There's plenty of nightlife in Rio: the Chez Castel in the Rio Palace (another five-star hotel), Regine's in the Meridien, or the Hippopotamus, just to name a few. The Oba-Oba offers the notorious *mulata* show, a local institution that has the seediness of burlesque and the blatant sexual exploitation of an unconsciously sexist society. Afro-Americans will find more anthropology at these shows than entertainment. But if authentic Brazilian music is your thing, then try the samba schools which train all-year round for Carnaval. Check the special entertainment section of the English-language *Daily Post* for a fairly complete listing.

The Old World meets the New World in downtown Rio de Janeiro

A good change of pace is a day trip to the "Paradise Islands." A 45-minute bus ride takes you to the fishing village of Itacuruca, where you can board a motor schooner and slip into a world of blue water and countless green islands. The boat makes several stops at crystal clear lagoons where you can dive in and swim to a beach that looks as if no one has ever been there before. I myself was perfectly happy to lie on deck, enjoying the sun and sipping *caipirinhas*, the Brazilian drink made with *cachaca*, a potent white rum, limes and sugar.

While many of the islands are uninhabited, others have been turned into commercial enterprises and palatial homes of wealthy Brazilians. We stopped at Jaguanum, a resort of small cottages built into the hillside of one of the larger islands. The all-day boat ride and delicious lunch were well worth the $40 cost of our ticket.

Some black Americans have reservations about going to Brazil. The official position here is that there are no racial problems. Brazilians argue that class is a bigger factor in economic disparity than color, but it is quite apparent to the Afro-American visitor that dark-skinned Brazilians have not gotten as far ahead as others. During my ten-day trip, I saw almost no blacks in professional roles or positions of authority. At the same time, however, I saw little evidence of racial tension. The dynamics of race in Brazil are far more complicated than they are in the United States and are not likely to affect the traveler.

Bahia, with the dark beauty of its people, the sway of palm trees and the smell of the ocean, is Brazil's Caribbean. Its capital, Salvador, a city of two million people, has spectacular vistas, only a few high-rises, and one of the best collections of 17th- and 18th-century architecture to be found in the Western hemisphere. Salvador echoes the feeling for history that is found in the American South. Pelourinho, the old city square where African slaves were flogged in public during Portuguese colonial days is now a tourist spot.

Bahia, the home of Brazilian soul food, is the place to taste *fejoada*, the national dish of black beans, meat and sausage. The down-home atmosphere at Casa da Gamboa makes it a favorite haven for lunch. Another popular spot is the Mercado Modelo, the market on the waterfront. Here, two restaurants vie for patrons in a huge room overlooking the harbor. The food served is hardly exciting, so most people come here to look at the view and to shop on several floors of independently owned stalls selling everything from handicrafts and clothing to musical instruments.

The US dollar is strong in Brazil. Embratur the Brazilian government agency, has persuaded several airlines to offer low-cost travel packages originating from major US cities.

This trip was co-sponsored by Embratur, Pan Am and the Leading Hotels of the World, an international association. The cost for food and lodging is also lower here than it is in the US. For example, American Express has a seven-day $895 deal that includes air fare and hotel accommodations. The five-star hotels (top of the scale in strict Brazilian government ratings) cost $80–$120 a day in the big cities (about half of that in Salvador). The Quator Rodas, located outside Salvador, is a bit isolated, but it offers tennis courts, a swimming pool and a lovely stretch of beach at a good price.

I fell in love with Brazil at first sight a rare country with enough diversity to please everyone—sophistication for the urbanite, natural beauty for the nature lover, and beaches for those who want to get away from it all.

—Joel Dreyfuss

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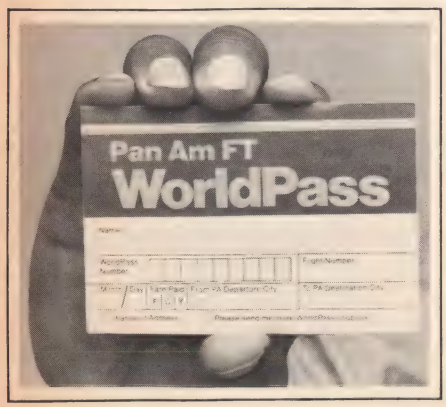

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Wine

The Spirits of Christmas Present

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Some timeless gifts are Charms of the Grape, which are miniature gold and silver replicas of wine accessories created by designer Dion Alden. These superbly detailed and finished items include a silver and gold corkscrew that is a tie tac or lapel pin ($75), and silver champagne corks, which are cuff links ($195). Burgundy and Bordeaux wine bottles and glasses of silver and gold are charms ($80) or lapel pins ($85). An elegant ice bucket filled with ice and a bottle is a charm ($75). Two handsome items are a 14-karat gold ring of grapes ($235), and an exquisite 14-karat gold and silver bracelet with a grape and vine leaf design ($765). All can be ordered from Winebuys, 166 East 61st Street, New York, NY 10021, or by calling (212) 371-2323. Mastercard, check or money order is accepted, and there is a money-back guarantee. Allow one week to ten days for delivery and add $6 for shipping charges (New York state residents add 8¼ percent sales tax).

One of the cleverest wine accessories is the Screwpull, a cork remover that is, quite literally, foolproof. It's 5½ inches tall and designed to fit over the neck of the bottle so that the screw will go straight down into the middle of the cork. All you do is turn the handle in one direction. As you turn the cork lifts out. When not in use, the Screwpull rests in its own plastic stand. Available in most better housewares departments or wine shops ($15).

A gift that is always appealing is the special bottle of wine or spirits to be opened on a special occasion during the holidays.

- If you're invited for a Christmas weekend, take one of the fine wines of Laboure-Roi. This Burgundy shipping company, founded in 1832, makes over three dozen red and white wines. Compared with other Burgundies of similar quality, they are extremely well-priced. Among the reds, look for Chambolle-Musigny 1978 ($19), Pommard 1979 ($18) and Richebourg 1979 ($50). The whites include Puligny Montrachet Les Folatières 1979 ($22) and Corton-Charlemagne 1979 ($30).

- Want to impress someone? Give one of the civilized spirits of Hennessy, a firm that has been making Cognac for more than 200 years. Hennessy Cognacs come in four styles: V.S., a relatively light and young Cognac, is five to six years old ($17); V.S.O.P., a smooth 10 to 12 year-old Cognac ($25); X.O., a mellow Cognac made of brandies aged up to 50 years ($60); and Paradise, the finest of Cognacs blended from brandies that are over 50 years old, is a velvety Cognac of great character ($138).

- The rich, rewarding flavors of malt Scotch whiskey make great stocking stuffers for special people. Among them are Glenfiddich ($15.70); Glen Moray ($15.40); Knockando ($16); Laphroaig ($16.70); Glendullan ($14) and Mortlach ($16.15).

- Toast the New Year and your loved ones with the sparkling glory of champagne, the ultimate gift of festivity. Among the most widely distributed are those of Moet & Chandon. Its Brut Imperial non-vintage markets for about $22.70; its famed Dom Perignon for $45. Also excellent are Perrier-Jouet with a Brut non-vintage selling for $20, and its Fleur de Champagne, a vintage champagne with hand-painted flowers on the bottle ($50). Clicquot "La Grande Dame" Brut vintage ($38); Bollinger Traditional RD vintage ($43); and Taittinger's Brut La Française non-vintage ($23) also make fine gifts.

Along with wine spirits are some fascinating wine accoutrements—both new and antique. Winewares, a small shop in New York City, has a trove of treasures. Among them is a collection of antique corkscrews from England dating from 1750 to 1850 costing anywhere from $40 to $240. A compact silver-plated and rounded pocket corkscrew is a beauty at $55. A brass corkscrew in the shape of a Dewar's Scotch bottle goes for $135.

Both useful and beautiful gifts are wine bottle coasters. A late 19th century English Sheffield coaster with the traditional wood bottom and silver-plated sides is priced at $145. A new coaster with a formica bottom and turn-of-the-century patterned silver plated sides is $19.95. There are also sterling silver decanter labels "Gin," "Port," "Whiskey," "Bourbon," "Rye" and others, on silver chains to hang around the neck of the bottle ($40 to $75).

Order these items from Winewares, 307½ East 53rd Street, New York, NY 10022, or telephone (212) 751-5866. They accept Visa, American Express and Mastercard, and deliver within 10 days to two weeks. Add $2 handling charge for orders under $30, and add 8¼ percent sales tax if you're a New York state resident.

Happy Holidays!

—Eunice Fried

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The New Congregation

A prodigal generation seeking spiritual and worldly guidance reaches out to the church

By ten-thirty on any given Sunday morning, the pews in the main auditorium of the Union Temple Baptist Church in Washington, DC are filled. Quiet, dignified ushers direct unlucky latecomers to the basement, filled with rows of folding chairs and a TV monitor. There, the tardy can view the services if they can find a seat! While a crowded church isn't unusual, Union Temple is unique because the majority of its congregation—most of which is black—is under forty years old.

Upstairs, parishioner Judy Moore-Smith, 34, a program producer for National Public Radio, claps her hands enthusiastically, urging the brightly-robed gospel choir into a rousing third encore. Like many young black professionals, she has only recently reactivated her religious affiliation after a long, self-imposed absence. "I attended church regularly when I was growing up, but since college I'd gotten away from the church because it wasn't fulfilling. Many churches weren't in my political ballpark. I remember hearing one minister say, 'We must be as white as Jesus.' I couldn't deal with that concept."

Like Moore-Smith, many black people, particularly college students, turned away from organized religion in the 1960s. While the church remained the bulwark of black culture—many young people considered organized religion "irrelevant." A young psychologist from Philadelphia, reared as a Catholic and educated in parochial schools, recalls that he rejected his religious upbringing during the Sixties because he couldn't see the relationship between Catholicism and his "blackness." Later, as these same young people began juggling high-pressure careers, marriage and families, time became an additional deterrent to active church membership, even when they began to reconsider their earlier rejection of the church.

Today, however, more and more young career people are rescheduling church attendance into their busy lives. Some seek

the fervor of a "down home" religious experience, while others opt for a more subdued, structured service. "There are no statistics," says Rev. Dwight Jones, who serves as minister for First Baptist Church in South Richmond and St. James Baptist in Varina, Va., "but I see more and more young men and women returning to the church, especially young professionals. I've spoken with other ministers who also notice the change. It seems that attendance has increased in churches that have lively and active congregations."

Are young professionals finding something new in church, or have they just discovered a need for religion? Most people answer "yes" to both questions.

Many claim that the kind of fellowship, the close interaction and warmth they feel with other church members, is rarely found elsewhere. They say that joining the choir and serving on committees give them a much needed feeling of belonging. Although they are quick to point out that there can be friction between church members, many claim that their particular church offers them the warmth of an extended family.

"Where else do you have the ability to interact with so many wise elders?" asks Ruth Sloane-Dew, a playwright in her thirties who belongs to C. N. Jenkins Memorial United Presbyterian Church in Charlotte, N.C. "We have some beautiful old people at my church, and I find it spiritually rejuvenating to listen to what they have to say to the younger people."

"You always see babies getting passed around at Union Temple. Parents even have to go and find their children after the service!" exclaims Moore-Smith.

Traditionally, the focus of the church has always been on the family. In the last decade, the numbers of single adults attending church services have almost doubled. They are finding that joining a church also satisfies their needs in many ways. In a kind of church-sanctioned matchmaking, some churches have even sponsored social organizations that encourage single members to meet each other.

The young professionals who are rediscovering church are children of the Sixties; a period when college campuses around the country were baptized by black awareness. These men and women aren't content to return to a church that is isolated from the daily secular challenges facing black people. They seek an activist church, a base from which they can try to make things better. "The younger church members seem very willing to give their time and energy to certain out-reach projects," asserts Rev. Jones.

Leroy Hassell, 27, a lawyer and graduate of Harvard Law School who lives in Richmond, is a member of First Baptist Church's board of trustees. He also serves on its senior citizen center board and has assisted in rewriting the church's constitution. Unlike many young professionals, Hassell has always been an active church member, and he cites community activities as one of his reasons. Even when he tackled the rigors of an Ivy League college education, Hassell managed to attend church services; he also became active in church-sponsored programs. "The church I attended in Cambridge had a program for kids in the community," he says. With other law students, Hassell conducted seminars that helped black people deal with legal problems.

Hassell declares that the church he now attends is very much involved in community work. His minister, Rev. Dwight Jones, was recently chosen chairman of the Richmond School Board. The 34-year-old pastor was campaign manager for Claudette

Black McDaniel, when she ran for city council a few years ago.

Cultural activism drew playwright Ruth Sloane-Dew back to her Presbyterian roots. Up until five years ago, she had been a disenchanted Christian who'd switched to the Bahai faith. She held no grudge against her former religion, however, and when the new minister of her old church requested her assistance in creating a black history program, she agreed. During her youth, there had been no such activity. She was impressed with the change. "It was an eye-opener for me to see the church infused with such new vitality," she says. Her participation led her back to the church, although she admits that her five-year-old daughter was also a factor. "I wanted to expose her to a traditional church."

"There is always something going on at Union Temple," says Moore-Smith enthusiastically. "My first Sunday there, a 17-year-old South African exile sang a jazz piece from his country. We've sponsored symposiums on South Africa with Randall Robinson, lobbyist for TransAfrica. Several black journalists have hosted seminars at our church. After some services we've circulated petitions to get certain political candidates on the ballot."

For many Americans, church membership has served as a channel for professional networking. And while the family that prays together stays together, professionals who kneel together often make valuable career contacts.

Beatrix Fields, 32, a lawyer from Washington, DC, formerly with the Securities and Exchange Commission (SEC), says that her church, People's Congregational, is an ideal place to network. "There have been about 15 black female attorneys with the SEC since 1934, and on any given Sunday, five of us are sitting in People's. The minister recently hosted a dinner for all of the female attorneys, which gave us an opportunity to do some networking."

Radio producer Judy Moore-Smith initially came to Union Temple to do research for the documentary, "Never A Man Spake Like This," which highlighted black preachers as performing artists. "There are a lot of musicians at my church who I often hire for my radio productions. The theme music for my documentary on preachers was written by fellow church members. I am now working with a computer analyst on a grant to broadcast a series of computer workshops on public radio.

Says Hassell, "The congregation at First Church includes a city council member, the city manager and several lawyers from prestigious law firms, among other professionals. Knowing each other from church makes us all somewhat closer," he says. Then he adds, "As far as I'm concerned, though, it's more important to have an opportunity to talk with non-professionals and people who work in fields other than my own."

The majority of black congregations, however, aren't composed of fast-tracking executives, but many members seem to benefit from formal and informal networking. But for all the secular advantages derived from church-organized seminars and community out-reach activities, the main impetus for belonging to a church is still spiritual sustenance. Says Rev. Jones, "A lot of young people would have dropped out of church regardless of the politics of the Sixties. Youth always questions. Their return, in part, is simply a maturation process and the need to identify their own values: they've found that they need a deity in their lives."

Rev. Jones admits that young working people want the same spiritual nourishment as older church members. "Their major expectation is that the minister be a good preacher. Young, well-educated churchgoers are no longer ashamed of the 'get down' church, but they also want to be intellectually challenged." Although the Catholic psychologist mentioned earlier in this article hasn't rejoined a church, he was an enthusiastic participant recently when a mass was celebrated at a family reunion in Louisiana. "The service was so lively. They had a 20-piece band and a choir. There was a black priest who spoke on a subject that had considerable relevance for me. If I could find the same kind of dynamics in a church in my city, I'd join," he exclaimed, quickly adding, "because my kids need some spiritual guidance."

It is understandable that young black people need the encouragement and reinforcement that an uplifting Sunday service delivers. Because of the stressful demands of their work, they may have to handle pressures that their parents never experienced. The new churchgoers are indeed seeking a balm in Gilead to soothe them in troubled times, but, in addition, they are searching for a spiritual blueprint that will show them the way in good times as well as bad. Leroy Hassell succinctly expresses what many blacks have discovered: "I need a constant spiritual revival. It's so easy to forget what you should be about."

—Bebe Moore-Campbell

Child Photography by Henry Spight

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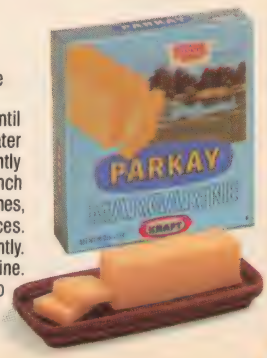
2 29-oz. cans peach slices	Dash of salt
½ cup packed brown sugar	1 tablespoon lemon juice

Combine flour and salt; cut in ⅔ cup margarine until mixture resembles coarse crumbs. Sprinkle with water while mixing lightly with a fork; form into a ball. On lightly floured surface, roll out two-thirds of dough to 13-inch square. Place in 8-inch square baking dish. Drain peaches, reserving ½ cup syrup. Combine sugar, flour and spices. Add peaches, reserved syrup and lemon juice; mix lightly. Place in pastry shell; dot with 2 tablespoons margarine. Roll out remaining dough to 9-inch square; cut into eight strips. Place strips across fruit to form lattice; press edges to seal. Flute edges. Bake at 400°, 40 minutes or until golden brown.



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(continued from page 56)

ally local and minority contractors—to rehabilitate the houses. CFA has been able to get Aetna Life and Casualty Insurance Company to underwrite the first mortgage at a rate of 12½ percent.

When New Orleans hosts its World's Fair in 1984, CFA hopes to secure at least a third of the 6000 jobs expected to be created by the Fair for local residents.

The Coalition for Action needs funds from private sources so that it may continue to address and solve problems for, New Orlean's central city residents. For more information, or to send a contribution, write to: Joanne Jamison, executive director, Coalition for Action 1742 Terpsichore, New Orleans, LA 70013.

Self-Help Action: Youth in Action is the title of a self-help program in Chester, Pa., and it reflects the philosophy of the program's founder, Tommie Lee Jones. In the late 1960s Jones, a community activist, went from door to door recruiting neighborhood children to help her wage a campaign against the lack of recreational facilities for youngsters in that economically depressed city. To help raise the money for these facilities and ongoing job training programs, Jones and her Youth in Action members prepare and sell chicken dinners.

Jones hopes to fund a series of cottage industry workshops to help create jobs for Chester's youth. For more information, or to send a contribution, write to: Tommie Lee Jones, Youth in Action, 701 Morton Avenue, Chester, PA 19013.

Manna for Music: When Gloria DeNard moved into New York City's East Harlem as a minister's wife in the mid-1960s, she decided to use her talent and experience as a former singer and concert pianist to start a community music workshop.

What eventually became the Manna House Workshop began in an $85-a-month storefront where DeNard gave music lessons and an artist friend taught painting. The response was tremendous and they were cramped for space. When the landlord of the building next door, a five-story tenement, offered to sell his building, DeNard secured a small grant from Riverside Church and persuaded a bank to pick up the mortgage. Over the years, a steady flow of students—from preschoolers to senior citizens—have studied a variety of music courses. The program also has presented several community concerts featuring leading black artists.

Funds are needed to renovate the building and soundproof the rooms. Also, they need to buy additional musical instruments and equipment. For more information, or to send a contribution, write to: Gloria DeNard, Manna House Workshop, Inc., 338 East 106th St., New York, NY 10029. □

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ON THE MOVE

Thomas W. Chapman | Jaie Brown | Richard C. Moss Jr. | Wanda Speede-Franklin | Sybil C. Mobley

Henry D. Biggart has been named vice-president of operations for the New York City Off-Track Betting Corp. Biggart formerly was vice-president of customer and community services and director of community relations.

Jaie Brown has been appointed account executive at the Atlanta advertising and public relations firm of Rafshoon, Shivers, Vargas and Tolpin. She will be handling the account of M&M Products Co., the black-owned Atlanta hair care concern. Brown formerly held positions at McCann-Erickson and WSB-TV, Atlanta.

Thomas W. Chapman has rejoined the Health and Manpower section of Arthur D. Little, Inc., a Cambridge, Mass., consulting firm. Chapman served as president and chief operating officer of Baltimore's Provident Hospital and assistant executive director of the Group Health Organization of Washington after leaving Little in 1976.

Lorenzo D. Cole has joined Gulf States Utilities Company of Beaumont, Tex., as manager of equal employment opportunities programs. Cole formerly was director of the Little Rock, Ark., area office of US Equal Employment Opportunity Commission.

Jacqueline Dixon has been appointed to the Allegheny County Drug and Alcohol Planning Council in Pennsylvania. Dixon currently works as supervisor of bank account reconciliation in the treasury department of PPG Industries, Pittsburgh.

Michele Edwards has been named development manager of the marketing and development division of WPBT-TV in Miami. Prior to coming to the station in 1980, Edwards was director of donor services at WTVS-TV in Detroit.

Emanuel George has joined the staff of Fantasy Records, Berkeley, Calif., as national promotion director. George was former San Francisco promotion representative for RCA Records.

Ona Jones has been promoted to vice-president and manager of the Huntington Park office of the Security Pacific National Bank in Los Angeles. Jones joined the bank in 1972 and previously served as assistant vice-president of its southern division.

Robert V. Leggett has been named marketing manager of Barfield and Associates of Ypsilanti, Mich., and will assume senior marketing and planning responsibilities with the contract engineering and consulting firm. Leggett was manager of competitive analysis for Owens-Corning Fiberglas Corporation in Toledo.

Vincent V. Lewis has been named manager of the government housing group at Coopers & Lybrand in Washington, DC. Prior to his appointment, Lewis was a housing officer at the Department of Housing and Urban Development.

Alfred T. Miller has been appointed Michigan state manager for Somerset Importers Ltd., a division of Norton Simon, Inc. Miller, who joined the company in 1976 upon leaving a sales position at Seagrams Distillers, recently served as assistant state manager for Ohio.

Dr. Sybil C. Mobley has been elected a vice-president of the American Institute of Certified Public Accountants. Mobley is the current dean of the School of Business and Industry at Florida Agricultural and Mechanical University, Tallahassee, Fla.

Richard C. Moss Jr. has been named regional manager for Continental CableVision of Ohio, Inc., in Findlay, Ohio. He will be responsible for the administration and management of the company's cable systems in Athens, Fairborn, Springfield and Xenia. Moss was a trustee of Columbus Community Cable Access, Inc.

Basil A. Paterson has been elected chairman of the board of directors of the Negro Ensemble Company in New York. Paterson recently stepped down as secretary of state for New York. He currently practices law at Suozzi, English & Cianciulli, Mineola, N.Y.

Steven M. Pickett has been named operations manager of Allstate Insurance Company's regional office in Rochester, N.Y. He will be responsible for the company's property and casualty insurance operations. Pickett formerly worked as manager of data processing for Allstate's eastern zone.

Willie E. Rivers has been promoted to branch manager of the Ford Motor Credit Company in Decatur, Ill. Rivers, who joined the company in 1969, previously held the position of regional operations specialist.

Dr. Samuel Robinson of Louisville, Ky., has been named special assistant to the regional director for educational program development for the Great Lakes region of Phi Beta Sigma Fraternity. Robinson, who also serves as director of the Phi Beta Sigma Educational Foundation, is the current executive director of the Lincoln Foundation.

Lavinia L. Sabree has been named manager of public relations and conservation in the marketing department of the United Mutual Life Insurance Company in New York. Sabree was the former office manager at *Essence* magazine.

Maurice Simms has been appointed assistant vice-president of finance at the Michigan Osteopathic Medical Center in Detroit. Simms previously worked at the Allstate Insurance Company in Southfield, Mich.

Wanda A. Speede-Franklin has been appointed director of minority affairs and assistant director of information services for the National Association of Independent Schools in Boston. Franklin was formerly assistant project coordinator for the National Endowment for the Humanities (NEH).

Dr. Gerard Pierre Verly has been named professor and chairman of the Morehouse School of Medicine department of pathology in Atlanta. Verly was most recently an associate professor of pathology at the Howard University College of Medicine in Washington, D.C.

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